

THE LIQUOR BOOK

By CHARLES AUSTIN BATES

LIBRARY OF CONGRESS.

Chap. _____ Copyright No. _____

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UNITED STATES OF AMERICA.

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No. _____

Issued to _____

The complete service which this book carries with it will be given on demand at any time after the full subscription price, twenty-five (\$25.00) dollars, has been received by the Charles Austin Bates Syndicate.

This service is covered by the coupon book which accompanies the Liquor Book. Each coupon book contains:

- 1 Coupon entitling the holder to a letter of criticism and advice.
- 1 Coupon entitling the holder to a plan for changing from credit to cash.
- 1 Coupon entitling the holder to receive the monthly paper, "GOOD ADVERTISING," for one year.
- 1 Coupon entitling the holder to book of store rules such as are used by leading houses.
- 1 Coupon entitling the holder to "THE SHOW WINDOW" (monthly), for three months.
- 225 Coupons, each entitling the holder to purchase one single, or half column, wood base cut at sixteen (16) cents and postage. Or to double column, or metal base cuts at the cost stated on the following page.

Only a part of the cuts shown in this book are made in the double column size. If you want double column cuts we suggest that you first send for the numbers of those made in that size.

This book and its accompanying coupons are sold and shipped in only one way—by C. O. D. express, all charges collect, or payment may be sent in advance in which case the book will be sent by mail, postage paid. The extraordinary privileges we extend to our subscribers make it absolutely impossible for us to burden ourselves with the detail of bookkeeping, collections, etc.

The coupons which permit the purchase of single or half column wood base cuts at sixteen cents and four cents postage, also entitle the holder to single and half column metal base cuts at twenty-five cents and twelve cents postage, to double column wood base cuts at twenty-five cents and sixteen cents postage; to double column metal base cuts at sixty cents and forty-eight cents postage.

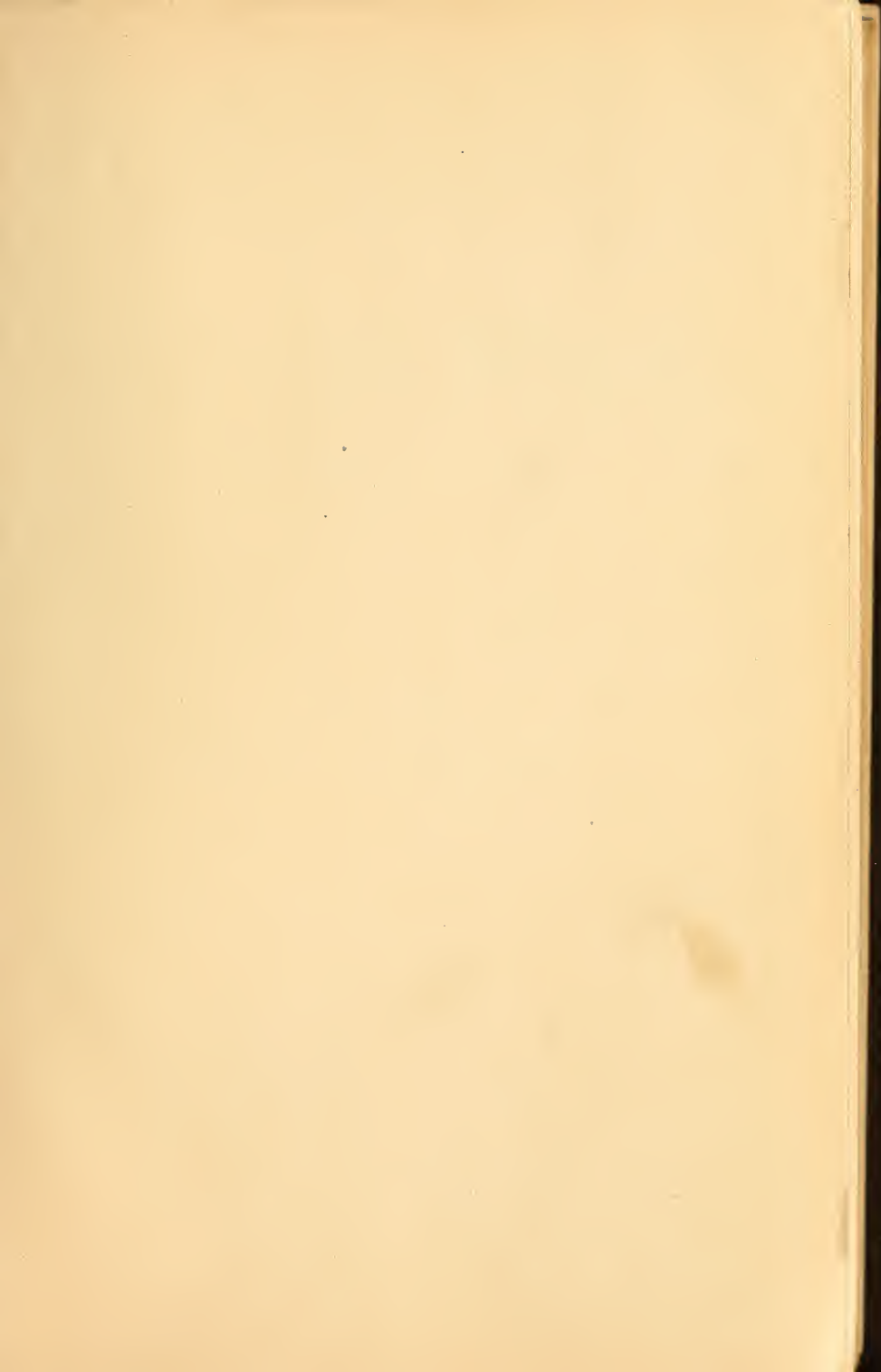
When cuts are ordered one coupon must be enclosed for each cut, and the cash, New York draft, stamps or money order to cover the cost of cuts and postage, must be enclosed with the order. Orders without cash will not be filled in any case. We are supplying the cuts at the bare cost of making and handling, and we cannot add to our expense by bookkeeping.

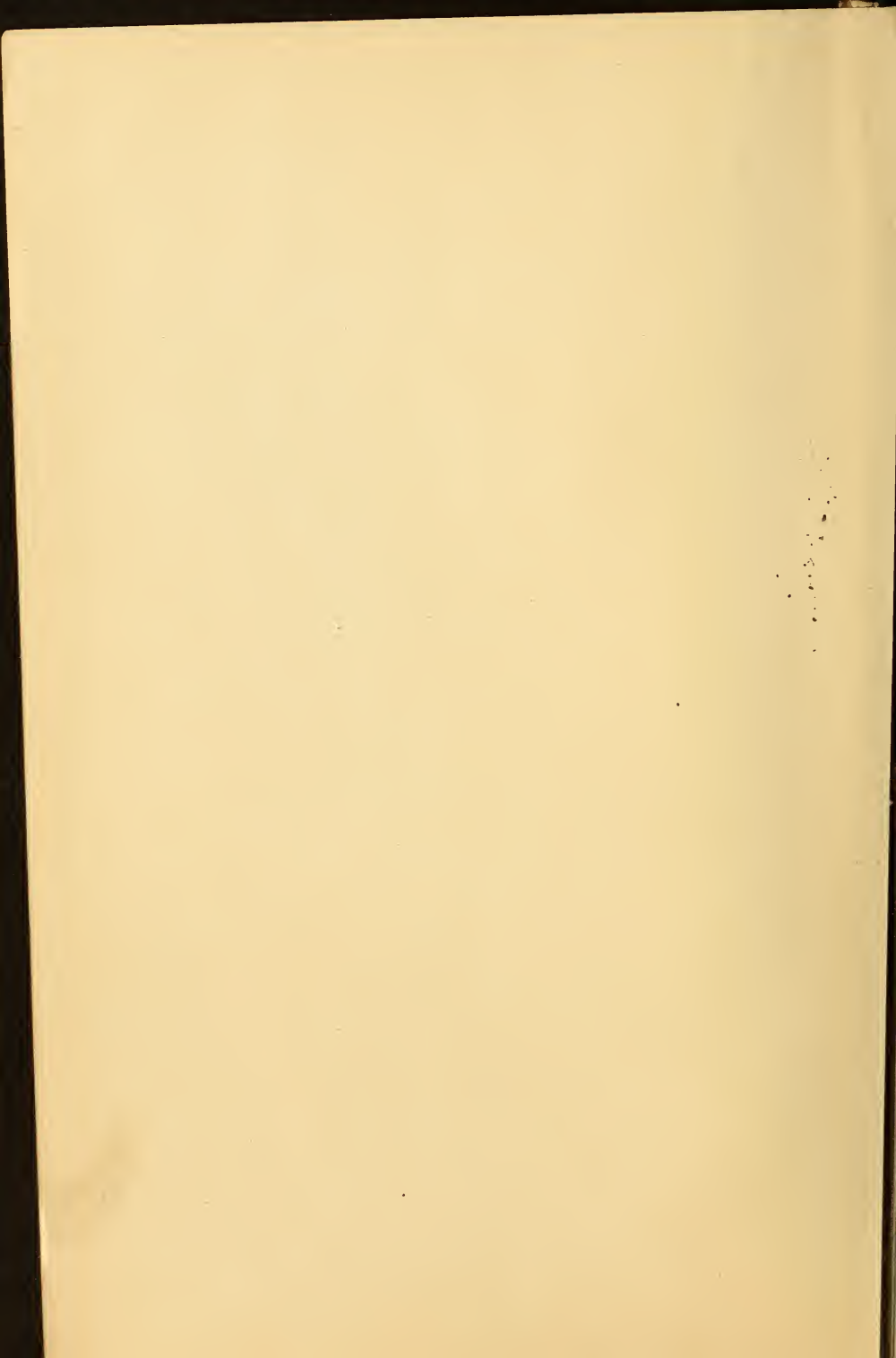
We strongly urge our new subscribers to select a number of cuts to be sent at one time by express, instead of by mail, as the express charges will be less than postage. In this case remit only the cost of the cuts, and pay the express charges on delivery.

It is understood that all the coupons are void unless used before

The Charles Austin Bates Syndicate,
Vanderbilt Building,
New York.







THE
LIQUOR BOOK

EDITED BY
CHARLES AUSTIN BATES

NEW YORK
The Charles Austin Bates Syndicate
1899



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L17013

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The Charles Austin Bates Syndicate

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Jun. 23 '99.

Advertising a Liquor Store.

The average liquor store neglects almost entirely one of the most profitable branches of the business—the family trade.

The liquor store that is satisfied with the trade that naturally comes to it overlooks a very fruitful and profitable field. If a man is satisfied to sit quietly on his particular corner and take what trade comes to him, it is safe to say that he will never amount to much in the business, comparatively speaking.

Of course if a man sells good liquors, has an attractive and pleasant store and treats his customers properly he will, in course of time, build up a profitable and measurably satisfactory business.

The ambitious and energetic man, however, should look for something more than neighborhood and transient trade. He should not be satisfied with serving people well who come to him, but he should try to bring people who would never think of coming, or bring them oftener than they would naturally come.

He can do this through the right sort of advertising. Of course, he must have the right goods and the right sort of store and be able to serve his patrons with whatever they wish and to please and satisfy them in every instance. That is pre-requisite to success in any line of business.

Having the right store, the right goods and the right location, any liquor dealer can build up a very handsome business by advertising—a business which he would not otherwise get and which perhaps nobody else would get.

A certain percentage of the population knows that it wants liquors and is going to get them. A far greater percentage does not know what it wants in the line of

liquor and wouldn't know what to do with it if it had it.

You can get the trade of both these classes by talking to them in the right way. The right way is not the vague, general style of advertising. Don't expect to get business by printing your name and address and simply adding, "Fine wines, liquors and cigars."

Nowadays, you have to tell people precisely what you have to sell, how and why it is good, and what the price is. Take the public into your confidence fully. Tell just why you are able to serve them satisfactorily and why it is you can give them the best goods at a money-saving price.

The most important thing in the liquor business is the perfect purity of your goods. Always harp upon that point and never fail to make it emphatic in all your advertising.

Tell people how long you have been in business, how wide your experience has been, and make it plain to them that you know what the best liquors and wines are, where they are to be secured, and how to buy economically.

Tell them all about your leading brands of whiskey, gin, wine, etc., where they come from, how old they are, and how you know they have no superior. Tell them that you buy your liquors only in original packages, and when liquor comes from the bonded warehouse, always make mention of that fact and point out that its age and purity are guaranteed by the United States Government.

Tell them that everything they buy of you goes to them just as it came to you, without any adulteration, blending, fixing or anything of that sort.

Point out all the details in regard to your port, sherry and other wines, just as you do in regard to your whiskey and other liquors.

If you care to build up a bottle trade in beer and ale tell what sorts you handle and all about them. Make

people understand that you know that your beers are brewed from pure malt and hops under conditions of perfect cleanliness, and that they have no superior either in point of flavor or healthfulness.

Do not try to advertise your whole store and everything in it at one time. Take one thing, or one or two things of the same character, at a time. Tell all about them and then stop. Leave other things for other times.

Always state in your advertising the prices of the goods, and state whether you deliver them free or otherwise.

If your store is located centrally you can profitably use all the newspapers, or all the good newspapers, in town. If you are not centrally located there is probably some one or two papers which cover pretty thoroughly all that section of the town which you can reasonably hope to bring to your store.

Unless you are in a very large city, you can afford to use the paper which is most widely read in your vicinity. In a large city, of course, the advertising rates of a newspaper are so high as to seem almost prohibitive, but even if the rates are high you will find it will pay to use a small ad even if you can only do so once or twice a week; that is, of course, if you advertise wisely.

Under no circumstances run what is called a "standing card" in a newspaper. If it does you any good at all it will be almost miraculous.

Whether your business is in a large city or a small one newspaper space is too expensive to waste by putting your name and address in it and letting it stand. Never use the same ad in two successive issues of the same paper. Change it every time.

In every ad devote your space to the description of some one thing and give its price. Urge people to give it a trial and tell them that if they do not find it precisely as represented you will cheerfully refund their money.

Do not fall into the common error of telling people that you sell all kinds of good brandies, whiskies, gins, wines, ales and beer. They probably know that already. If they don't, there is nothing particularly interesting in it, anyway. Nobody is going to come or send for all these things.

Pick out one thing and harp on that. If you advertise port wine, for instance, and praise it up to the skies, you will catch the attention of a certain number of people who want port wine, or will think they want it when they read your ad.

You can catch the trade of some of the people who are in need of the article you offer, but if you offer everything at once, you will scatter your shot so widely that you won't hit anybody at all.

If you can afford the space, always use a cut in your advertisements. This is the age of cuts in advertising and in a newspaper where cuts are allowed the ad that is not illustrated stands a pretty slim chance of being seen and read.

On the other hand, if you have an attractive cut you are sure of catching the eye of nearly everybody who opens the paper, and when you have once attracted their attention the chances are that they will go on and see what it is you have to say.

When it is possible to do so, use cuts that have some connection with the article you are offering, or with liquors generally. Make your talk as terse and simple as is possible. Do not think that it is necessary to use long adjectives or pompous phrases. The best advertising is always the simplest

Plain, frank, sensible statements carry conviction with them. The shorter and simpler your statement is the more likely people will be to believe it. When you commence to cover up what you have to say with big words and extravagant statements, just that moment

people will begin to have doubts about your truthfulness.

Use space enough to properly display all you have to say. Be careful not to crowd your space. People are too busy, nowadays, to read fine print in advertising. They will almost invariably skip an ad that looks crowded and hard to read.

Upon this question of display, you should bear in mind that good display does not necessarily mean big type. It all depends upon the surroundings of the ad. If the newspaper in which you advertise uses a great deal of big, black type, and if the ads around you are displayed in that manner, you will get the best effect by having your ads printed in light, clear type with no black display whatever, but with plenty of white space around it. A light, white ad of this kind stands out wonderfully when it is surrounded with ads which are full of big, black type.

On the other hand, if the advertisers in your paper do not use much heavy display type, you will get the best effect by using the heaviest headlines you can consistently use. Get your display all into the headlines of your ads. Do not run display lines all through them, as it spoils the appearance of the ad, uses up valuable space, and discourages perusal.

Have the body of the ad all set in one kind of type without any display unless it is the name and price of the article you are offering. When it is possible get the name of the articles into the heading.

Do not make the common mistake of displaying your name too heavily at the bottom of the ad. Many advertisers have their names set up as large, or even larger, than the headline. This is all wrong, and a sad waste of space.

It is a good plan to have the name in the same kind of type as the heading, but much smaller. People are

not interested in you, but in what you have to sell. Therefore, you want to make your goods prominent and not your name. If what you offer is tempting enough people will find you no matter how small the size of the type in which your name is set may be.

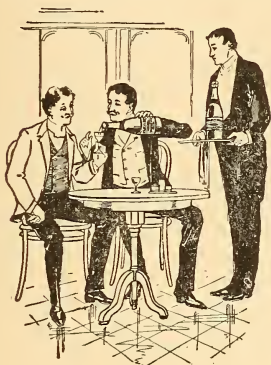
The three ads reproduced here are samples of strong, clean display which almost any printer can duplicate.

The ad of J. W. Seymour & Co. is a good example of a double column ad with a cut and a rule border. The rule around the ad holds it together and makes it prominent. The only fault with this ad is that the type in which the name at the bottom is printed is altogether too large. If it were only half as large it would look much better and valuable space would be saved.

The ad of C. H. Edison & Co. is a good example of of clean, economical display. The ad looks well and no space is wasted.

The ad of L. H. Thomas illustrates another good method of using a cut and a border. The heavy type in which the heading is set draws attention to the ad at once and greatly increases its effectiveness.

GOOD JUDGES



of wines and liquors are our best customers. We got their custom by our low prices. We hold it by the excellence and perfect purity of our goods.

Everything that comes from us is in a state of perfect purity, of just the right age and of full strength. We do not adulterate or blend our goods in any way.

We give you just what you want, just as you want it and at the least possible price consistent with the high quality.

You can't be too careful in choosing your wines and liquors and you must agree that it pays to buy on the safe side.

Buying of us means perfect safety and satisfaction as well as economy. Give our goods a trial and we are confident we can make you a steady customer.

J. W. SEYMOUR & CO.



LET US SERVE YOU

with whatever you may need in the drinkable line. We deliver goods free to any part of the city and make a specialty of furnishing families with wine, ale, beer and table drinks of all kinds.

Your favorite drink is sure to be here and you enjoy your meals so much the more on account of the knowledge that you have the best and purest drink that money can buy.

We personally guarantee the perfect purity of all our goods and our prices are always reasonable.

C. H. EDISON & CO.

Good, Pure Beer

is much more a necessity than a luxury. It is not only a refreshing and invigorating drink, but it is an aid to digestion and perfect health.

The healthiest people are beer drinkers, provided, of course, they drink pure beer.



We want to emphasize the fact that we sell only the purest, best and most wholesome beer and that we guarantee it to be brewed of the finest materials and under the cleanest and most wholesome conditions.

We would be glad to have the chance to deliver a case of beer at your residence and have you give it a trial. We feel sure that if we once got you to give it a trial our beer would always be on your dinner table hereafter. Drop us a postal card and let us deliver a case.

L. H. THOMAS.

Aside from newspaper advertising, the liquor dealer will find in circulars a very profitable medium, provided the circulars are prepared and printed as they ought to be. Don't use anything cheap or shoddy or unattractive. If you can't have the best don't have any. Use nice paper, nice cuts, and employ the best printer within reach.

If you send circulars through the mail enclosed in envelopes it is best to send them sealed under a two-cent stamp and with nothing on the envelopes to show where they come from. They will then bear the appearance of a personal letter and will receive attention.

The ordinary circular sent under a one-cent stamp has become so familiar that it is apt to be thrown away without even being glanced at. If you want to send out matter that will cost but one cent for postage get up something odd and unique in the way of a folder or card.

The value of pretty booklets is great. It will pay you to get up a handsome and attractive booklet from once to two or three times a year. Of course the booklet should be well written and made as interesting as it can possibly be. It should be well illustrated, too, and have a neat, colored cover.

Try to tell in these booklets all the facts about your business that will be likely to interest the public and see that one gets into the hands of everybody whose custom you have any chance of getting. If the booklet is attractive enough and its contents are sufficiently interesting it will be preserved indefinitely and will serve to keep you and your business in the minds of the public.

In this mail matter always describe the goods fully and give the prices. When possible, devote each piece of matter to one particular article. If you want to take up several things, have plenty of space in which to do it and display the name of each article as you go along, so that if a man is interested in gin, for instance, his eye

will strike the paragraph devoted to gin and he will be likely to read that even if he reads nothing else.

In every package that leaves your store there should be some piece of advertising matter enclosed. Have on hand a stock of little folders devoted to various articles and slip one into every package. Don't put in a lot of them. Put in one and see that it is attractive and dainty enough to be preserved.

I have before me a piece of advertising matter of this kind, intended to be enclosed with packages, that comes from a Buffalo liquor dealer. It is a folder about 5 in. x 3 in., with a cut on the front page and one on the back. It is printed in two colors, on light green, deckle-edged paper. It is entitled "Ye Olden Time Blackberry Wine," and inside it reads as follows:

"Blackberry Wine that is made right and kept right is not only a pleasant, delicate and refined beverage, but it is better than medicine for the dyspeptic, invigorating and strengthening to the aged, and invaluable to the convalescent. Its curative properties in cases of disorders of the stomach and bowels are well known.

"I have a fine, old, pure Blackberry Wine that contains but the pure juice of an especially cultivated blackberry and the best of granulated sugar. It contains no chemicals or compounds, nor is any alcohol used in its manufacture.

"It is made in the good, old, honest way.

"For a table wine or after-dinner drink it has no superior. It never loses the delicious flavor of the berry.

"I fully guarantee this wine to be everything it is claimed to be, and to withstand chemical tests as to its purity.

"To advertise this wine I sell it at my bar at five cents a large glass.

"Full quart bottles 50 cents, or \$1.75 a gallon delivered free to any part of the city."

Now, this is exactly the right kind of talk. It is devoted to one thing and it tells all about it. I do not see how it could fail to interest everybody who is interested in Blackberry Wine and it seems as if it must sell a lot of wine to people who have never before understood how good blackberry wine is, and how useful it is to have in the house.

Just before Thanksgiving and just before the holidays you have an excellent opportunity to do some good advertising. Cover your section thoroughly with advertising matter telling the people just what they ought to have to properly supply the holiday table, and just why they should buy these things from you.

Tell them just what wines they should have and how they should be served. Tell them what sort of punches are the proper thing for holiday festivities and how to make them. People will welcome this sort of information.

There are any number of people who haven't the slightest idea as to what wines are proper with certain dinners and with the different courses, nor how they should be served. Lots of people in your vicinity would serve wines and make mixed drinks and punches for their guests if they only knew how to do it. But they don't know and are afraid of making mistakes.

If there is anything about this subject you don't understand yourself, by all means find out. Post yourself thoroughly upon the subject. Find out just what wines are considered the proper thing on all occasions and master every detail as to their proper serving.

Learn also how wines should be handled in cooking as well as on the table. Then tell the people all about it. Get up a little booklet, for instance, on the subject of sherry. Tell people what it is and how and when it should be served. Tell them, also, with what dishes sherry should be used in cooking. Give them all

the recipes you can get hold of in which sherry is mentioned.

This will interest a great many women who do not know how sherry should be used and they will all be anxious to try it.

Always wind up, of course, with a strong statement of the fact that their cookery will be a failure if any but the best and purest sherry is used, and that your store is the place to come for it.

Constantly warn people against the dangers of impure wines and liquors and dwell upon the mortification which they will be sure to feel if they serve their guests with any but the best.

If you carry on an educational campaign of this character and tell the people all about the different goods you are pushing and precisely the way in which they are to be used, there isn't the slightest doubt but that you can build up a very profitable trade which would otherwise totally escape you.

There are in your vicinity scores upon scores of families who seldom use liquors, wines or beer but who have no particular prejudice against them. The trouble is that they do not know anything about them. They don't know how to make mixed drinks or how to serve them. They don't know what wines should be served iced and what wines should not. They don't know how to make punches or anything of that sort.

They don't know the importance of having some good, pure liquor in the house. They don't know how refreshing, invigorating and healthful good beer is with their meals or just before retiring. Your business is to tell them all these things.

Don't try to tell them the whole story at once. Tell them about one thing and then wait a while. Then tell them about another and be sure you exhaust the subject while you are about it.

Do this in the right way and you will arouse the interest of the people and bring them to your store. When they get to your store be sure that they find everything just as you have represented it.

Give them the best of everything, just as you promised to do, and never sell the family trade anything you are not perfectly sure about.

In order to build up such a business as I am talking about, you must have absolutely and positively the very finest, choicest and purest of everything. Otherwise, you will make a dismal failure out of it.

It pays in the long run to sell nothing but the best and the man who gets the reputation of keeping the best and giving his patrons satisfaction or their money back is on the road to success.

Keep your store in a condition of perfect cleanliness and make it as dainty and attractive as you can. Have employes who are clean, well dressed, intelligent and polite and see that they treat everybody just as you would treat them yourself.

Allow neither misrepresentation nor discourtesy. Make your employes show people the thing they want to see without urging them in any way to buy. Tell the facts about your goods and let them buy or not, just as they choose.

Another thing—have your store so arranged that if you have a bar people who come to buy goods in bulk will not have to come in contact with it unless they choose to do so.

Ready-Made Ads for Busy Merchants

The following pages of ready-made, illustrated ads will be found invaluable. They are so varied that something appropriate will be found for almost any occasion.

You can use the cuts with the matter as shown, or the cuts with original matter of your own. Again you will find the ad matter, with or without alterations or additions, suitable to use without the cuts if you desire. All sorts of combinations of cuts and matter can be made.

When you want cuts, order them *by number only*. The prices and postage rates appear on inside of front cover.

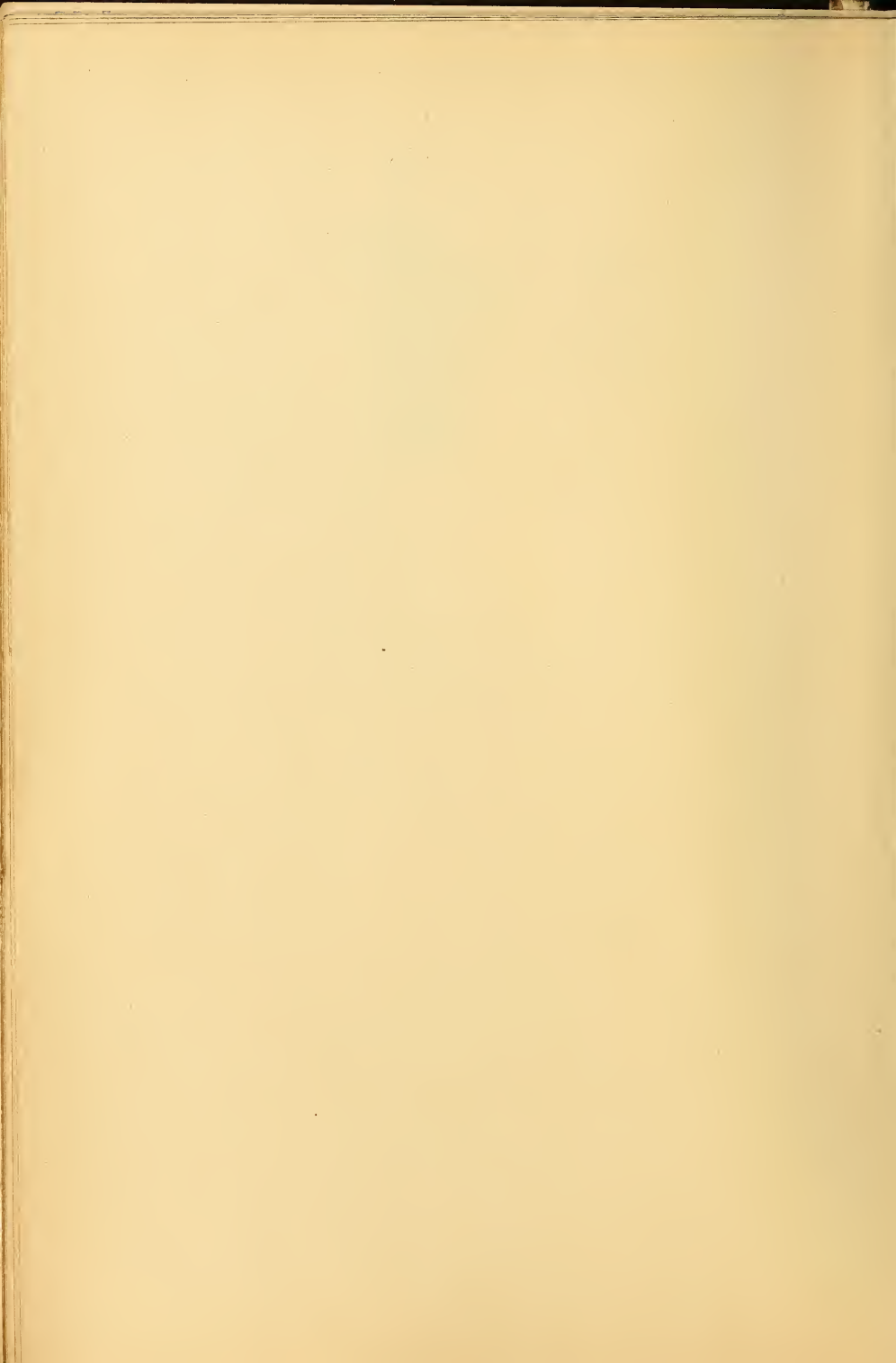
The ads are printed on one side of leaves only, with plenty of room below them, so that you can add prices, signature, etc., and then tear out the page to send to the printer. Thus the preparation of a daily or weekly ad of the very best kind is a matter of only a few moments' work.





Good Claret

makes a feast of the plainest dinner. It is the table wine par excellence. Good for spirits and digestion. Especially good in summer with ice or mineral water when ordinary water is unsafe to drink.





It Will Do You Good.

A little drink of pure liquor taken just before you go to bed will do you good. You will sleep much better and wake up feeling thoroughly refreshed. We have just the liquor you ought to have at prices that will make purchasing easy.

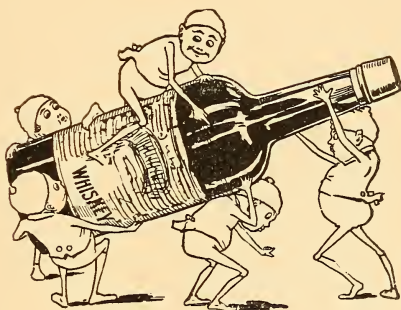




The Things You See

after drinking poor
liquors are sometimes very unpleasant to say
the least. Avoid such consequences by
drinking pure, wholesome liquor such as you
are always sure of finding here. If you
aren't one of our regular customers come in
and we will make you one.

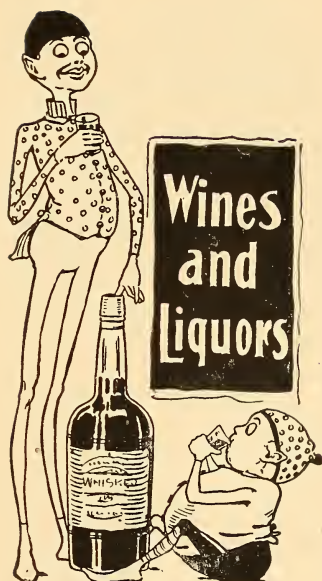




A Good Tonic.

Pure rye whiskey is better than any patent medicine. Our rye is rich, mellow and fruity-flavored. It puts new life into a tired body and strengthens the entire system. It's the purest on the market.





Invigorating And Pure.

————— Whiskey is the best
medicine for over-worked brains and bodies.
It nourishes and refreshes the nerves, aids
digestion, and strengthens the whole system.
It's the finest thing on the market.





Drink Fine Old Port

rich and mellow and fruity
flavored. A tonic, a strength builder, a
blood maker.

Wholesome alike in sickness or in health.
A good, honest, hearty wine, that makes
life worth living.

Our own "perfectly pure port," five years
old and fully guaranteed, sells at——





Pay Enough.

Low priced things are not always cheap. Low prices are sometimes dearly bought. There's such a thing as "extravagant economy"—that means saving on the price at the cost of quality.

We sell good, pure liquors just as low as it is possible to sell them. We won't sell the other kind at any price.

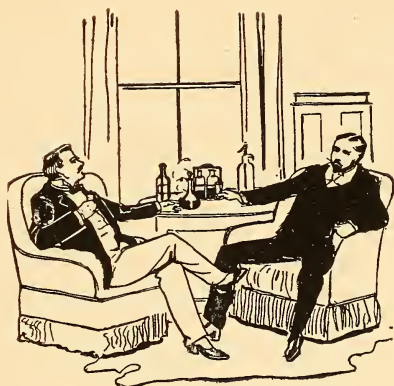




It's Hard Work

to do housework and women require a little stimulant now and then as well as men. Keep a case of beer in the house so that when the ladies feel like it all they will have to do is to help themselves. The price is low and such a famous beer as the—— is worth many times what it costs.

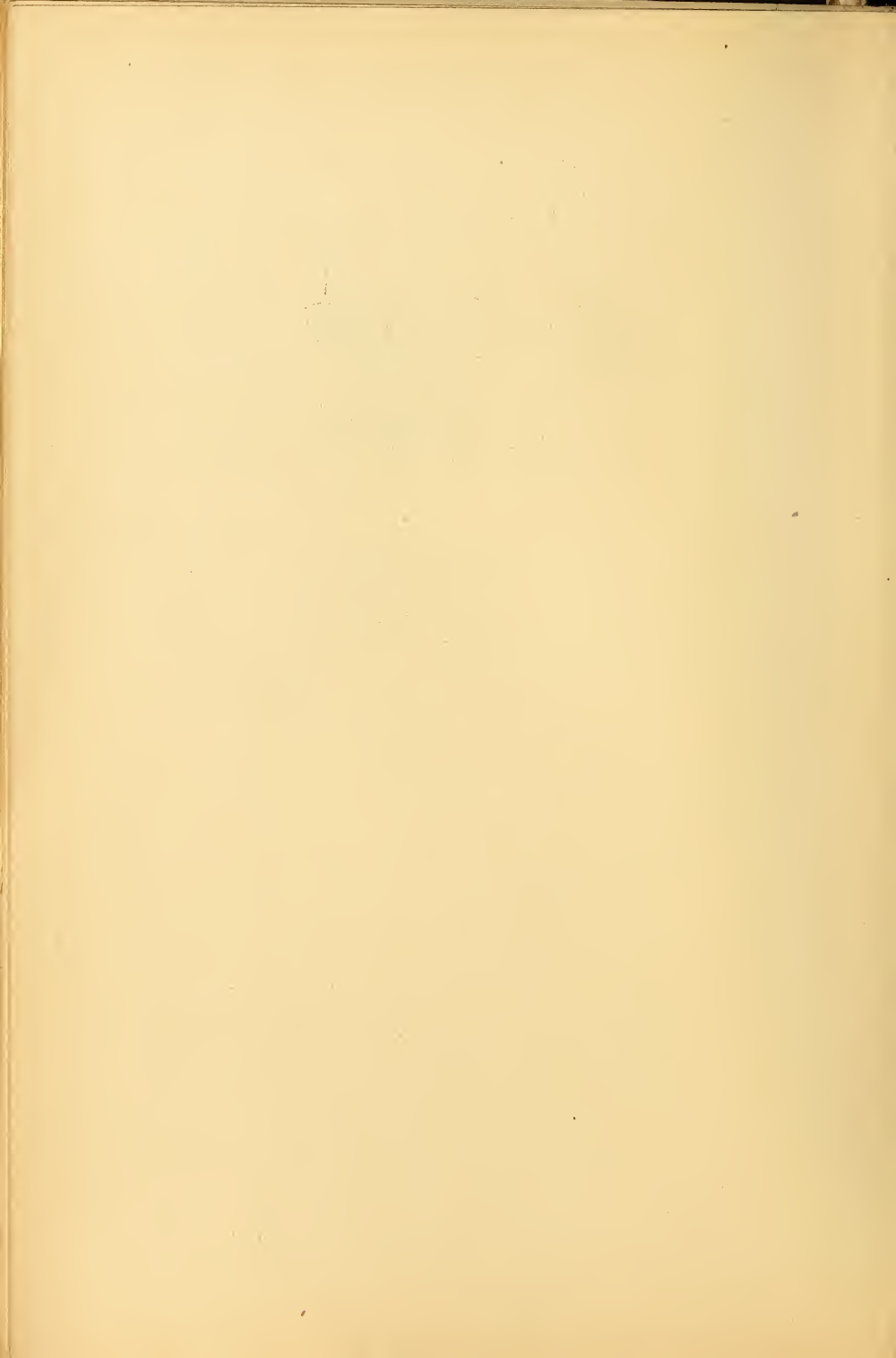




Do You Like Egg Nogg?

You'll like it all the better if you use the very finest ingredients. That means our brandy, rum and sherry. They are pure, wholesome and palatable.

Price list on request, or better still, come in.

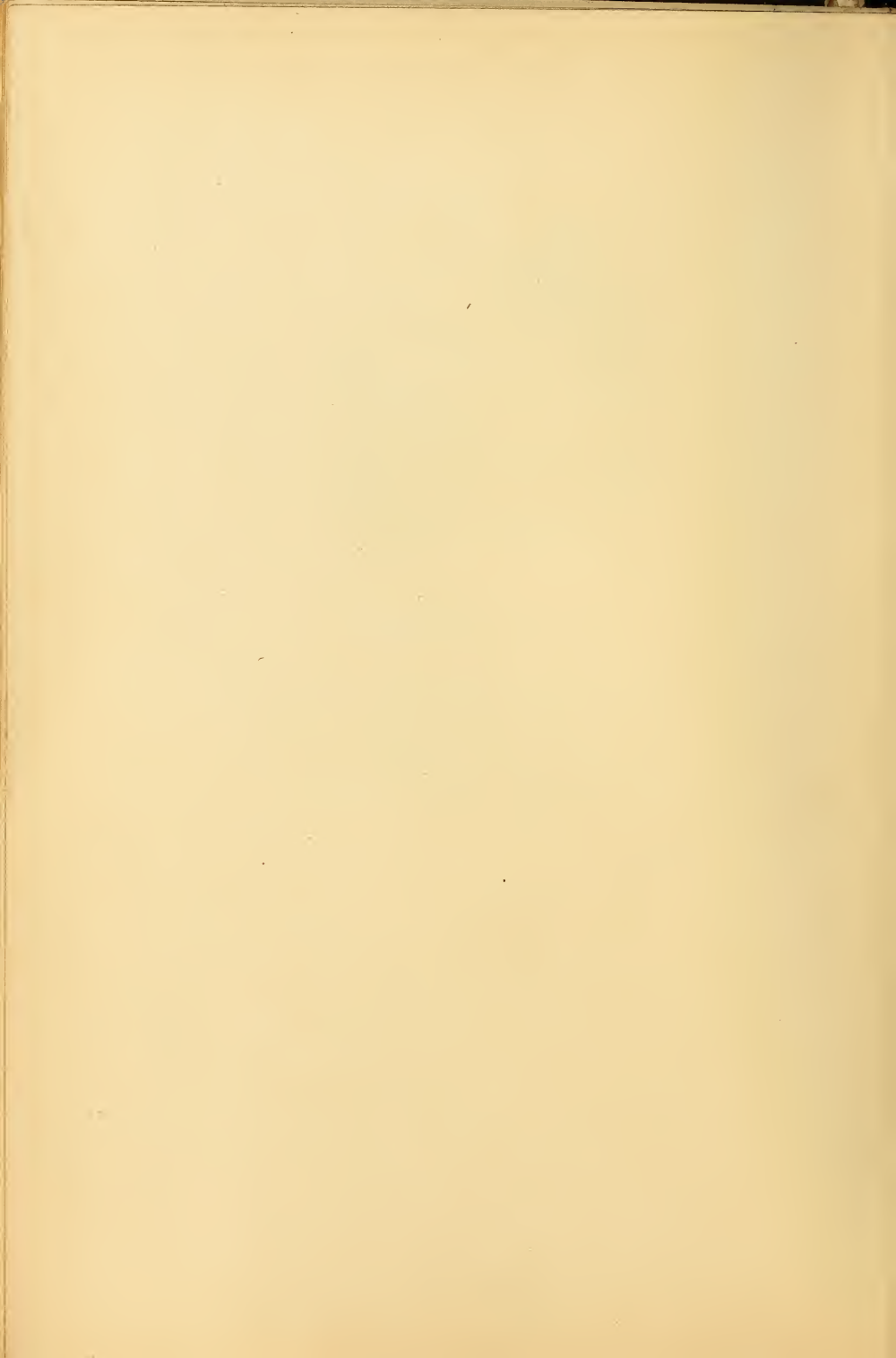




Turn Over A New Leaf.

Drink only the best and purest wines.
"Best" doesn't always mean highest priced.
Doesn't mean it at all if you buy here.

We have never handled a wine that we
could not guarantee to be perfectly pure.
We take as little profit on it as good business
policy allows, and as a result our prices are
always reasonable.





The Bible Says

“Drink no longer water,
but take a little wine for thy stomach’s
sake.”

But it must be pure wine. You can’t be
too careful in its selection. The safe way is
to buy only at the best place, where the
dealer’s guarantee stands back of every drop.

It is so with us.





Sprightly People

are always popular and deservedly so. Nobody has any use for dull, slow people who have no spirit or energy. When you feel dull and tired take a little stimulant to liven you up, tone you up and make you feel that life is worth living. Come to us for it and you will always be sure of getting the best and purest that money can buy.





This Is The Season

when everybody feels the need of a stimulant. Don't think because you feel languid you are on the verge of the grave and don't dose yourself with all sorts of medicines. Take a little—— whiskey when you feel the need of it and it will tone up your entire system and make you feel like another person.





If Your Mirror Tells You

that you are getting thin and run down don't think that you have got to take a whole drug store in order to renew your health and vigor. A little good whiskey taken three or four times a day is one of the best of tonics and strength builders. If you want to prove this get a bottle of our ———Rye and take it in this way and note the result.





The Best Of All.

“All whiskey is good—but some is better than others.”

There is one whiskey that is the best of all whiskies. It's pure, wholesome and healthful. It is strengthening, invigorating, and without harmful effect.





Take A Night-Cap

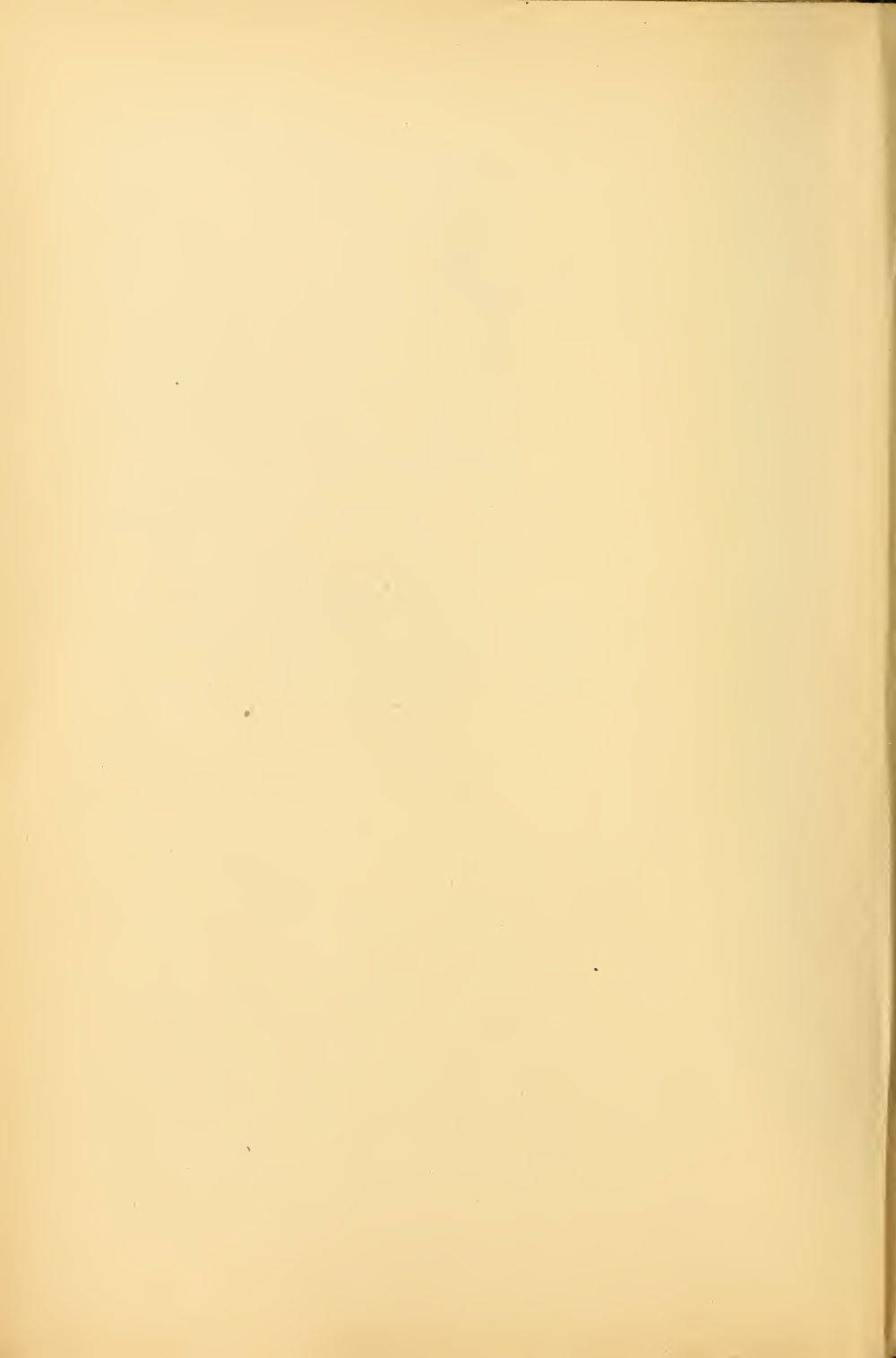
of our famous old——
whiskey if you want sound, dreamless sleep
and thorough refreshment. It has no equal
for purity and delicate flavor. It is just the
sort of whiskey a discriminating man likes
and the price is only——





Even a Wooden Indian

would be pleased by the snappy taste of the whiskey we have for sale. You can't get better, because better isn't made. If it was, we'd have it ourselves. It is fine and pure, and contains strength and life for anybody who uses it.

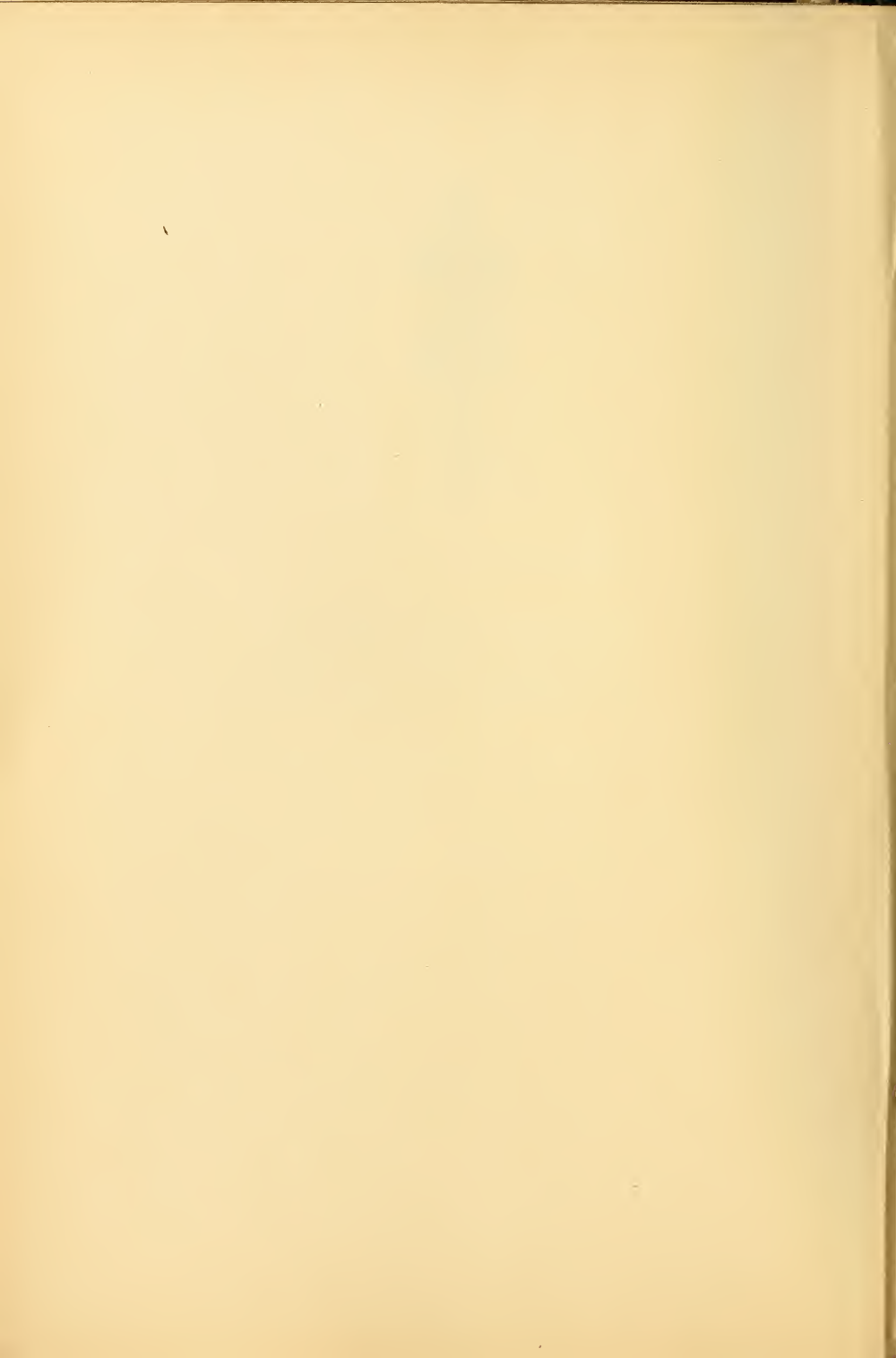


No. 1302.



Ask Any Man

who is a judge of good liquor and he will tell you that our reputation for the finest goods at reasonable prices is not excelled by anyone in the city. And if you want to see how true it is give us a call.

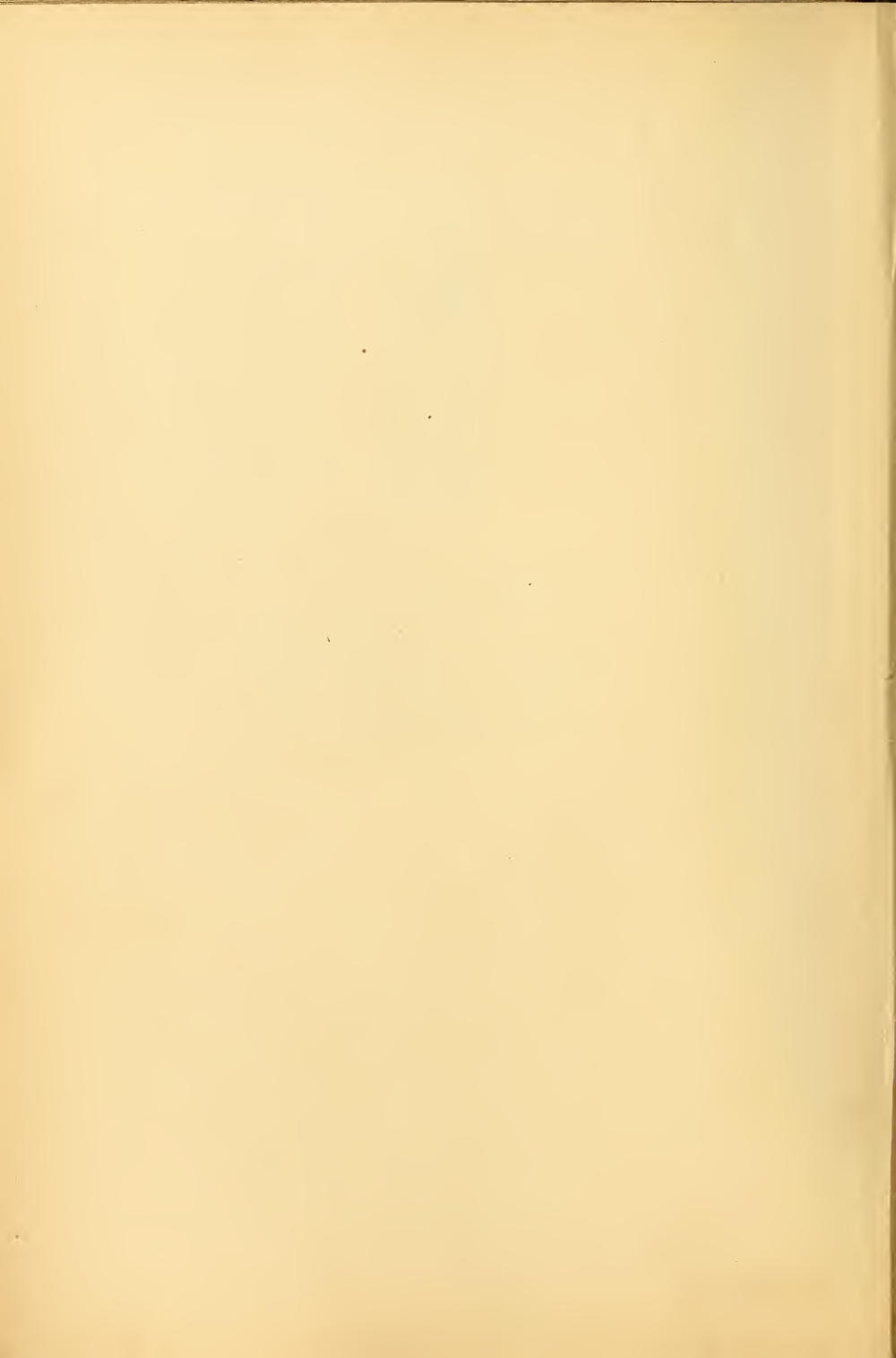




World-Renowned

———Whiskey is famous the world over for its excellence and health-giving qualities. It will make a sick man well, and while making him well, will give him strength to continue his work.

It does this because it is the best—the purest—the finest on the market.

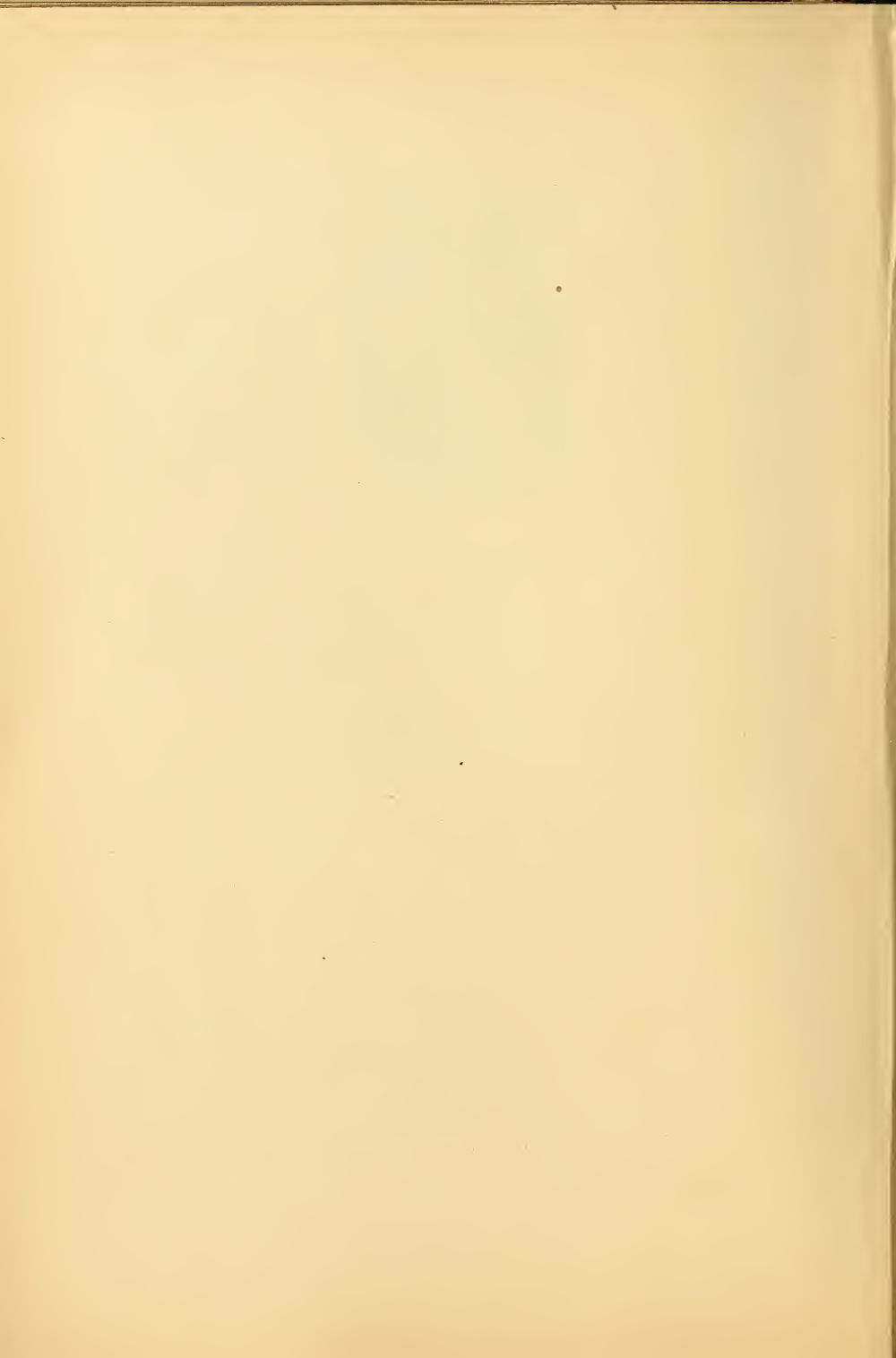




That Tired Feeling

is unavoidable, but if you knew how easy it was to overcome you would refuse to suffer from it. A little good wine or a bottle of pure beer is the best thing in the world to brace you up and set you right.

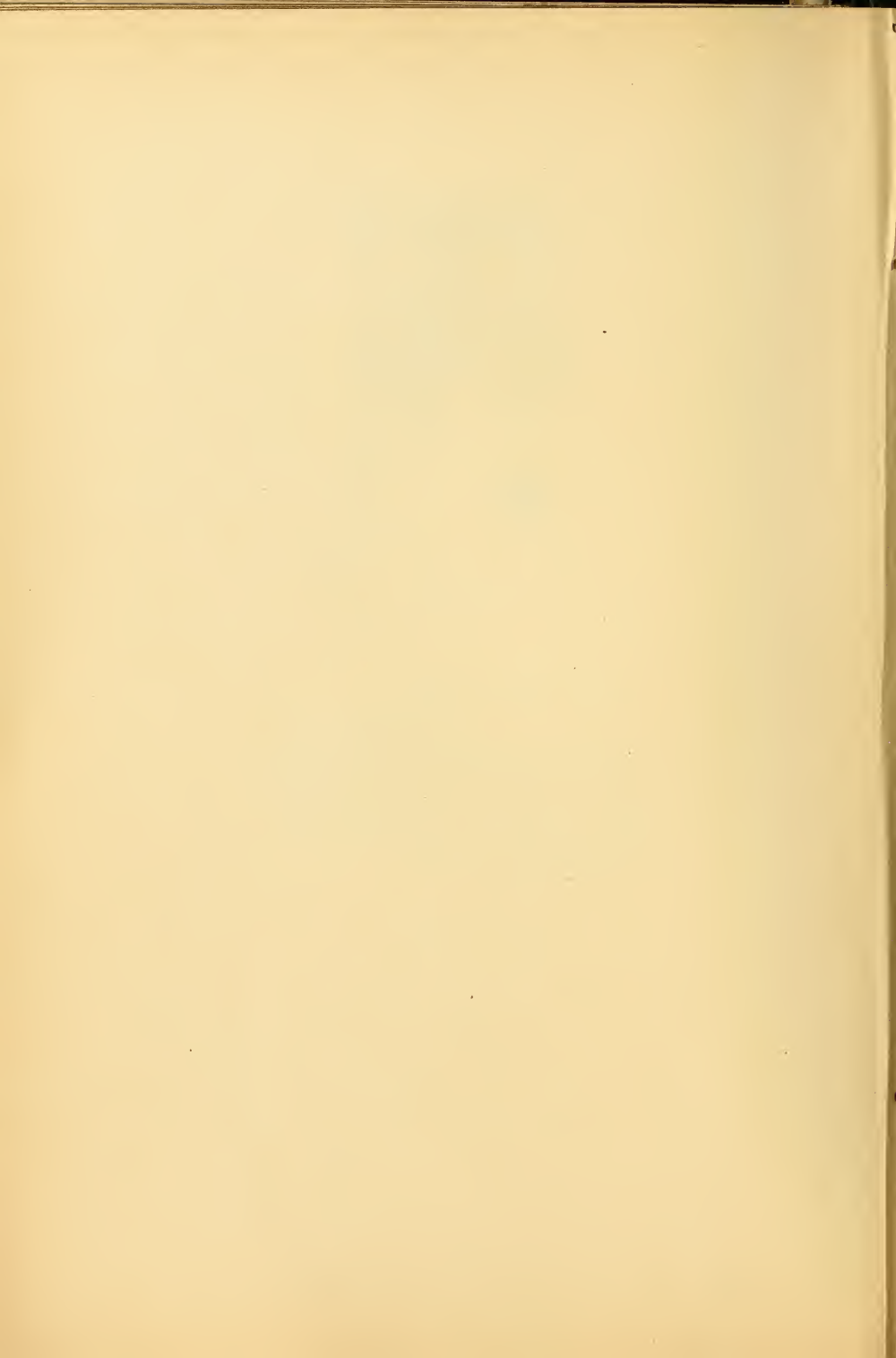
We make a specialty of furnishing families with pure wines and beers for family use and we would like to have your name on our list.





When You Go Home

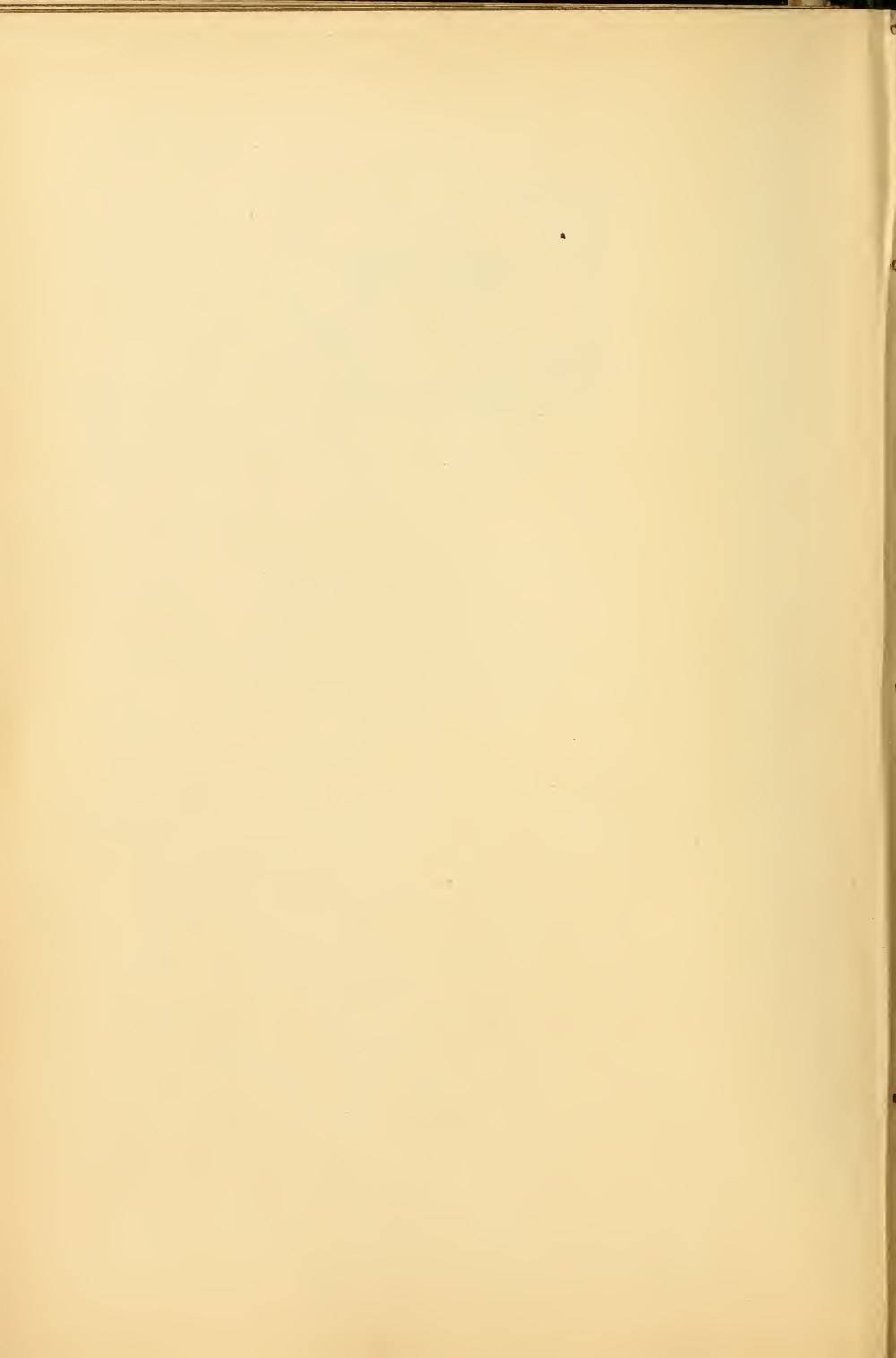
from a shopping or calling trip how often you wish you had a refreshing drink. Why don't you keep a little ——— in the house to use on such occasions? We can sell you the very purest and best at only ——— a quart, and there is surely no excuse for going without when such goods can be bought at such low prices.





Keep Your Good Looks

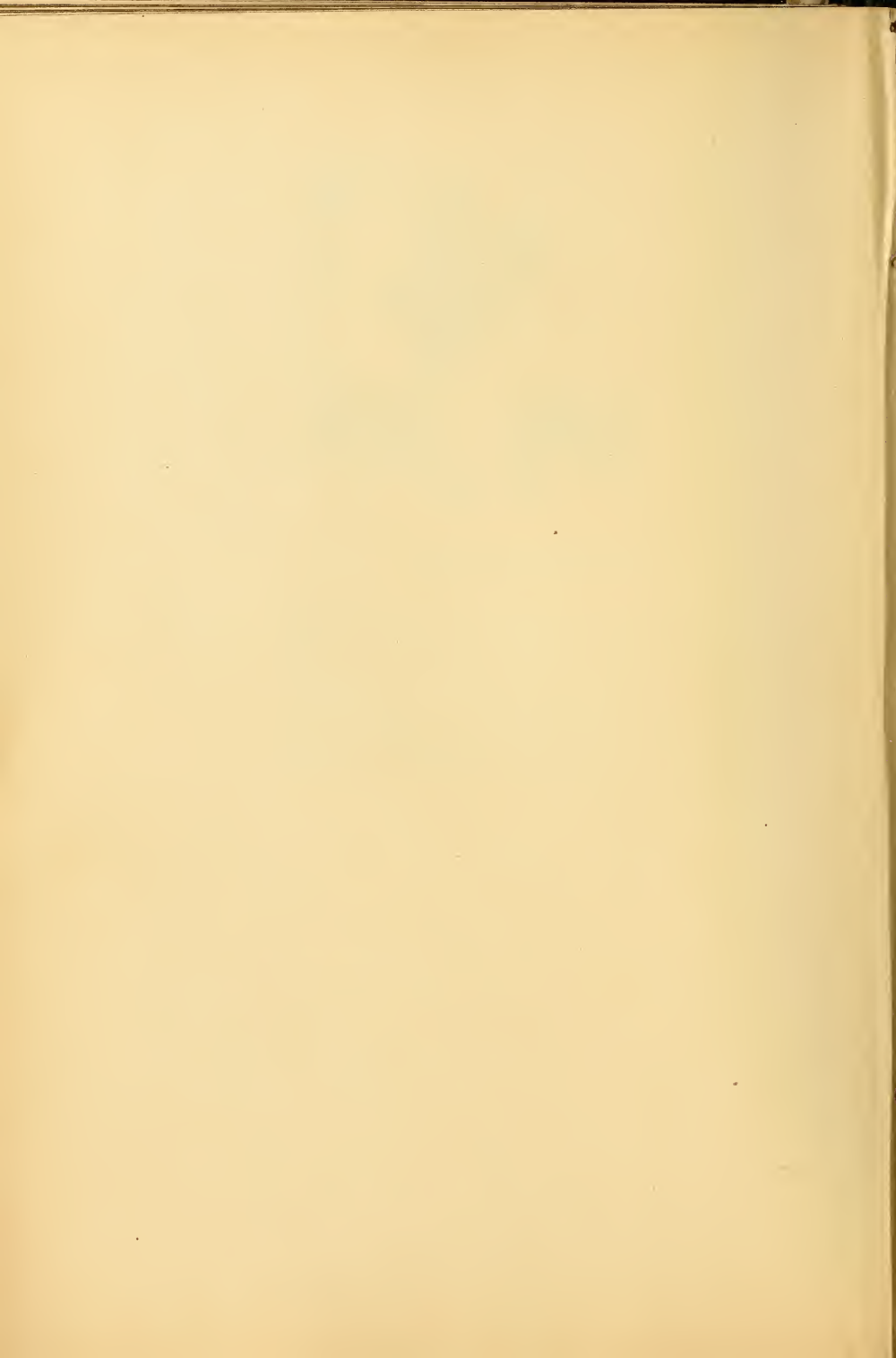
and your youthful appearance by that best of medicines, Old Tom Gin. It has a practically beneficial effect upon the system, and for women particularly is a highly valuable medicine. If you give it even a short trial you will be surprised to note its beneficial effect.





The Picture Of Health

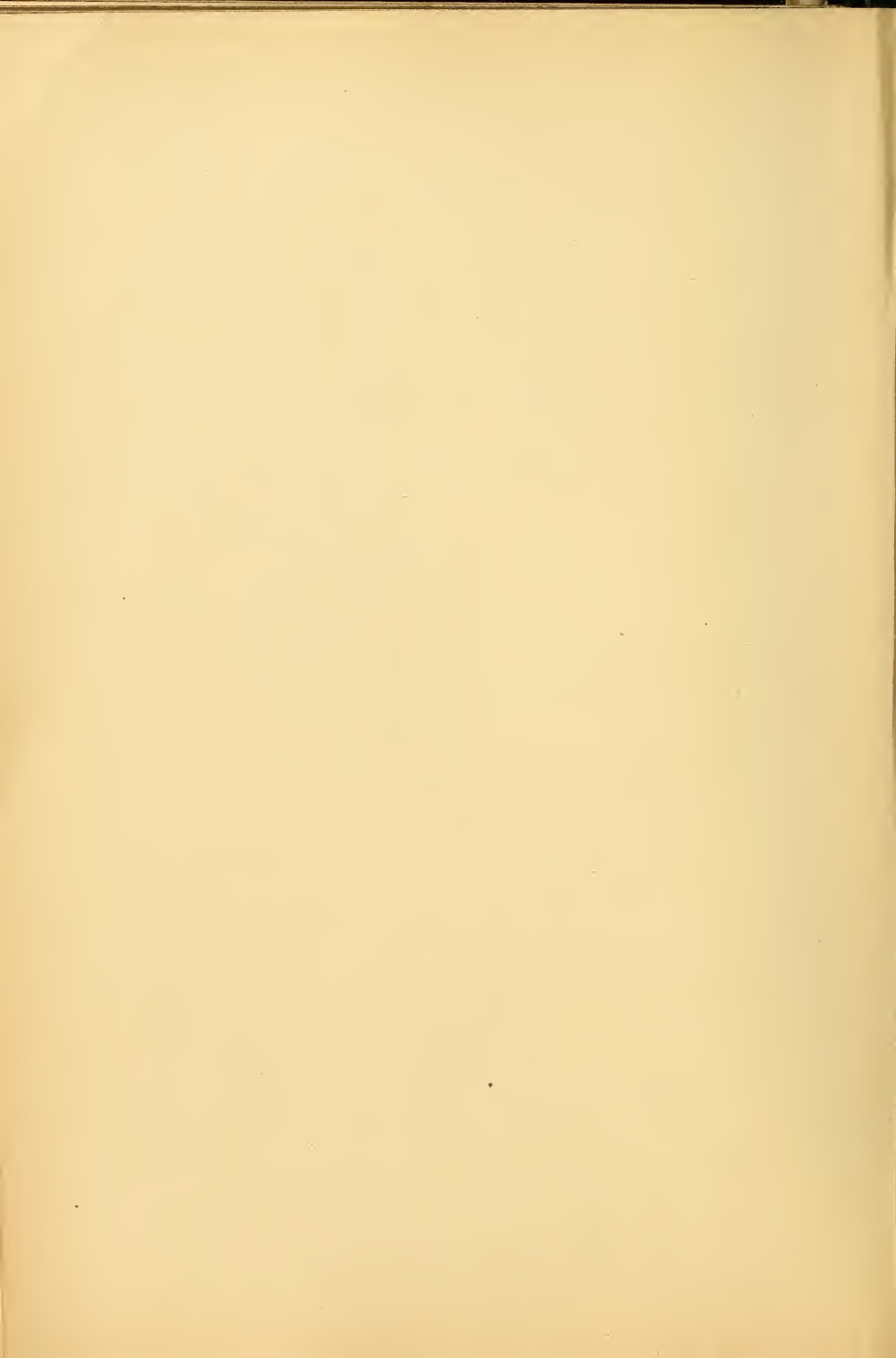
is a very attractive picture to gaze upon and one that is seen none too often. The Germans are the healthiest looking people in the world and you know what beer drinkers they are. Just such pure, perfect beer as they drink can be delivered to your home at a very low price and there is not the slightest doubt but that it will add to your health, happiness and personal appearance.





Before And After.

Give our Old Tom Gin a thorough trial and you will notice a remarkable improvement in your appearance. It is the best of medicines for women and is much safer and more wholesome than many of the so-called remedies. Our Gin is unsurpassed for its purity and is fully guaranteed by us.

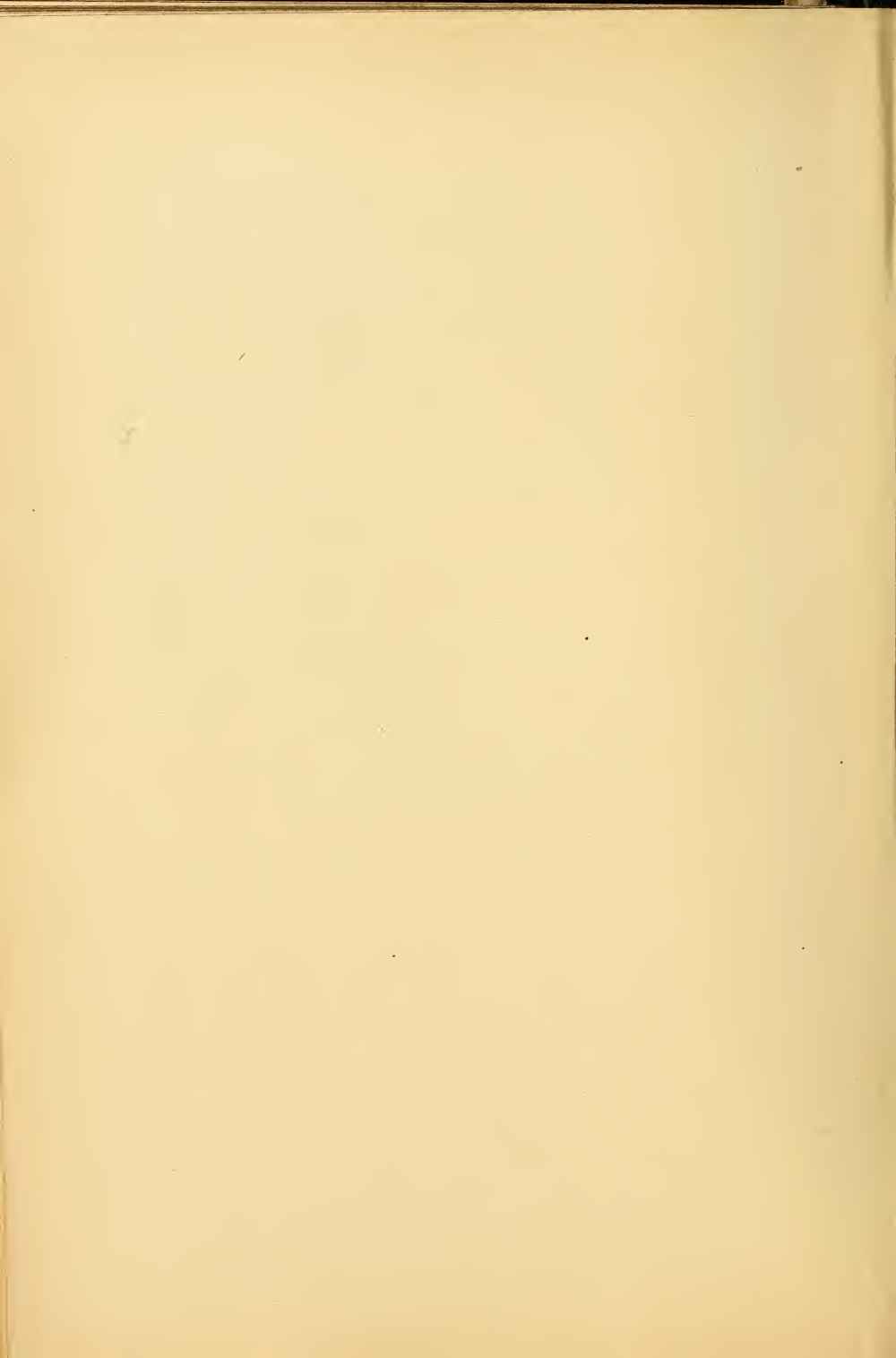




The New Woman

knows a thing or two. Who ever saw a new woman who was pale and thin? Rich Port Wine, pure and invigorating, will build up a woman quicker than anything else. It is Nature's own tonic. It fills out hollow cheeks and thus drives away wrinkles. It stretches the nerves taut, and makes the eyes bright. It gives permanent strength and health.

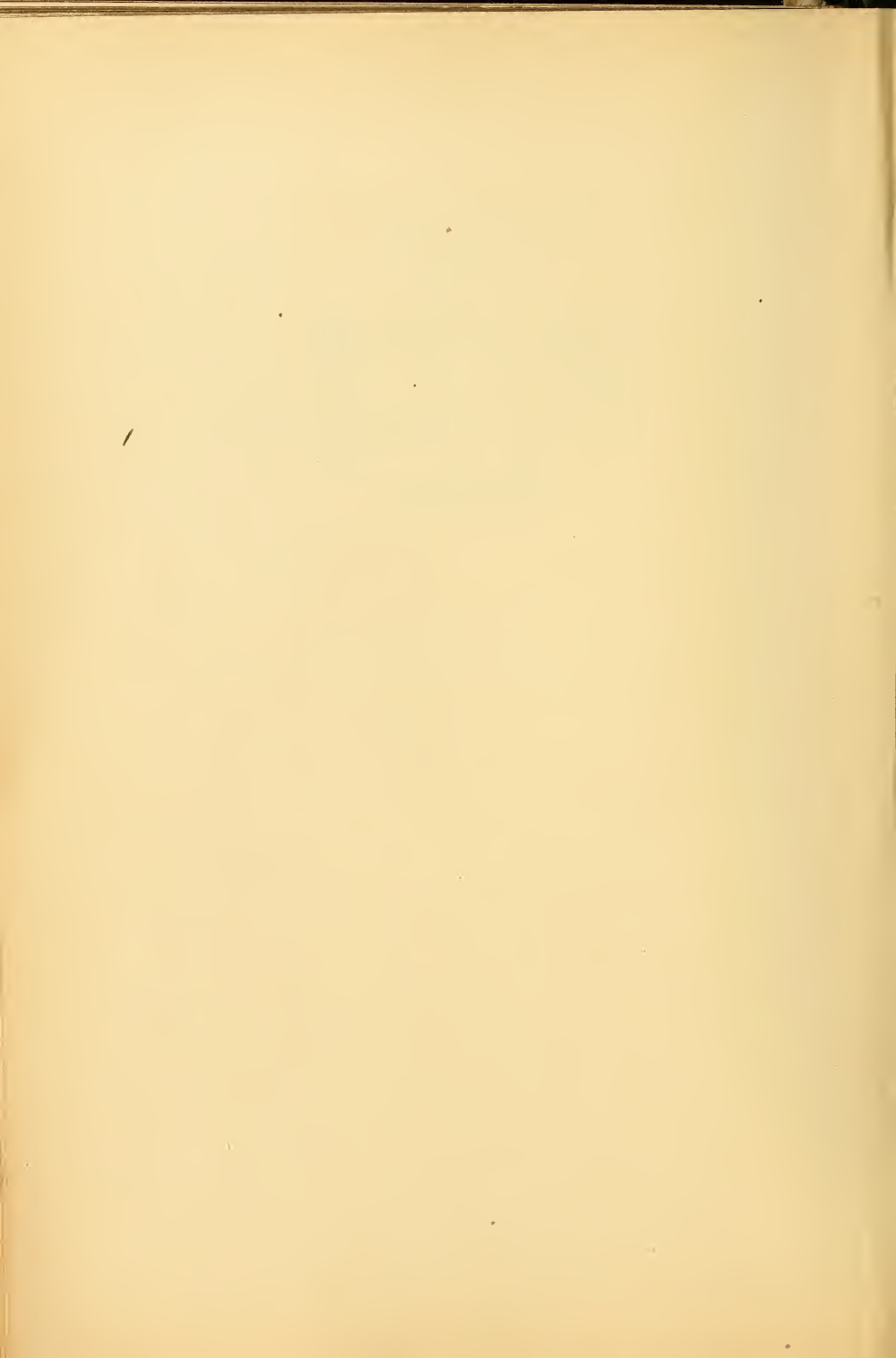
Ours is perfectly pure, it is not adulterated in any way, and tastes like cool crushed fruit.

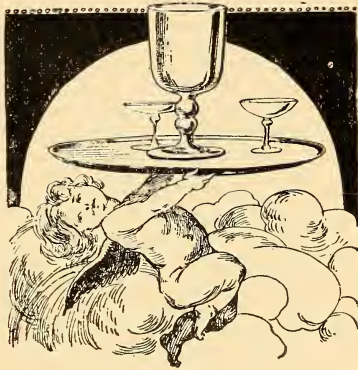




We Prescribe

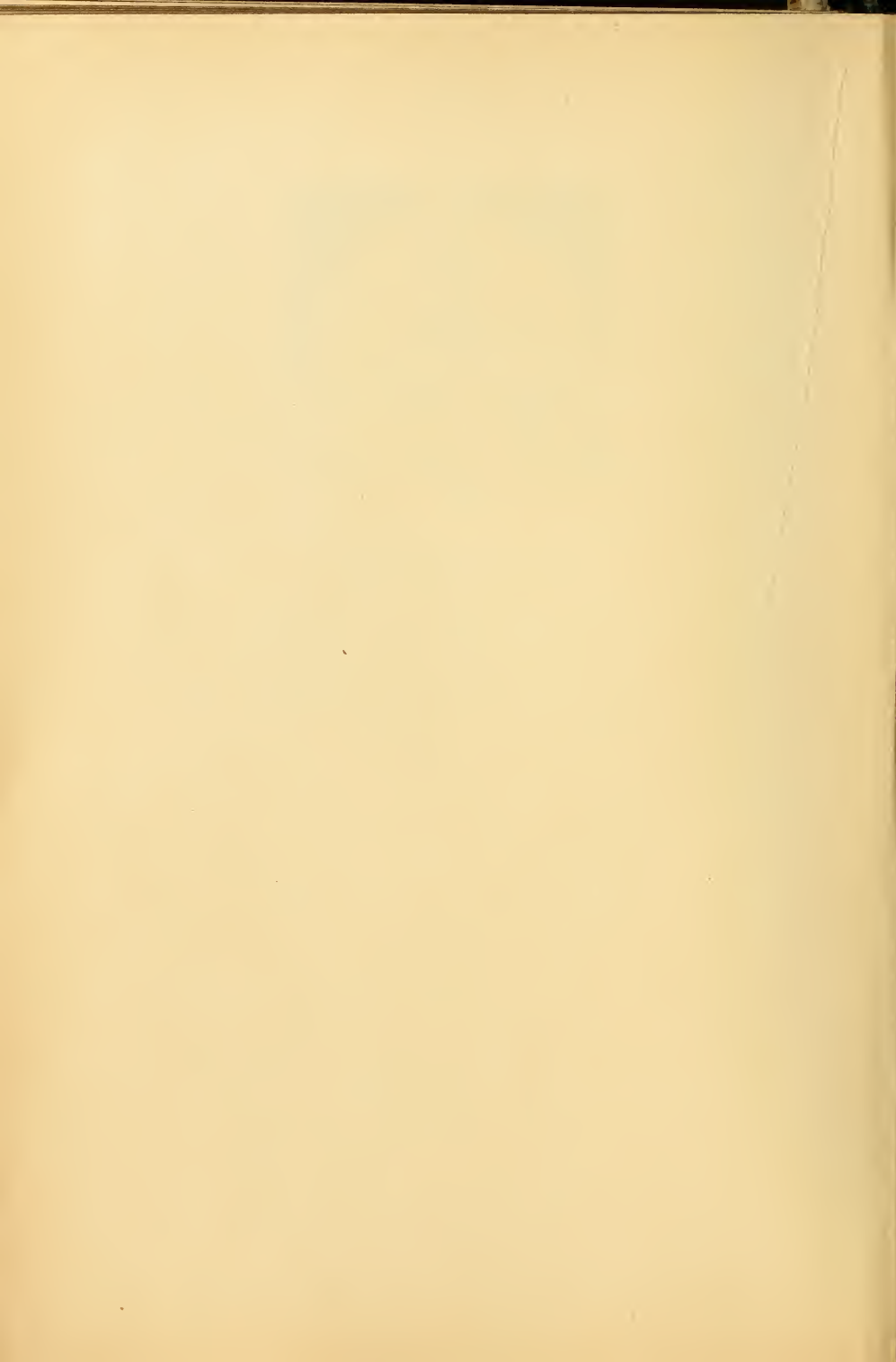
our very healthful wines
and liquors both in cases of sickness and as
a beverage. Taken when ill they will make
you well and taken when in health they will
keep you healthy.





Anything You Want.

Whatever you may want from champagne to beer you will always be sure of finding here in wide variety and at exceptionally low prices. Whether you want wine for a party or beer for table use come to us for it and you will always be perfectly satisfied with the result.





Dewey Did It

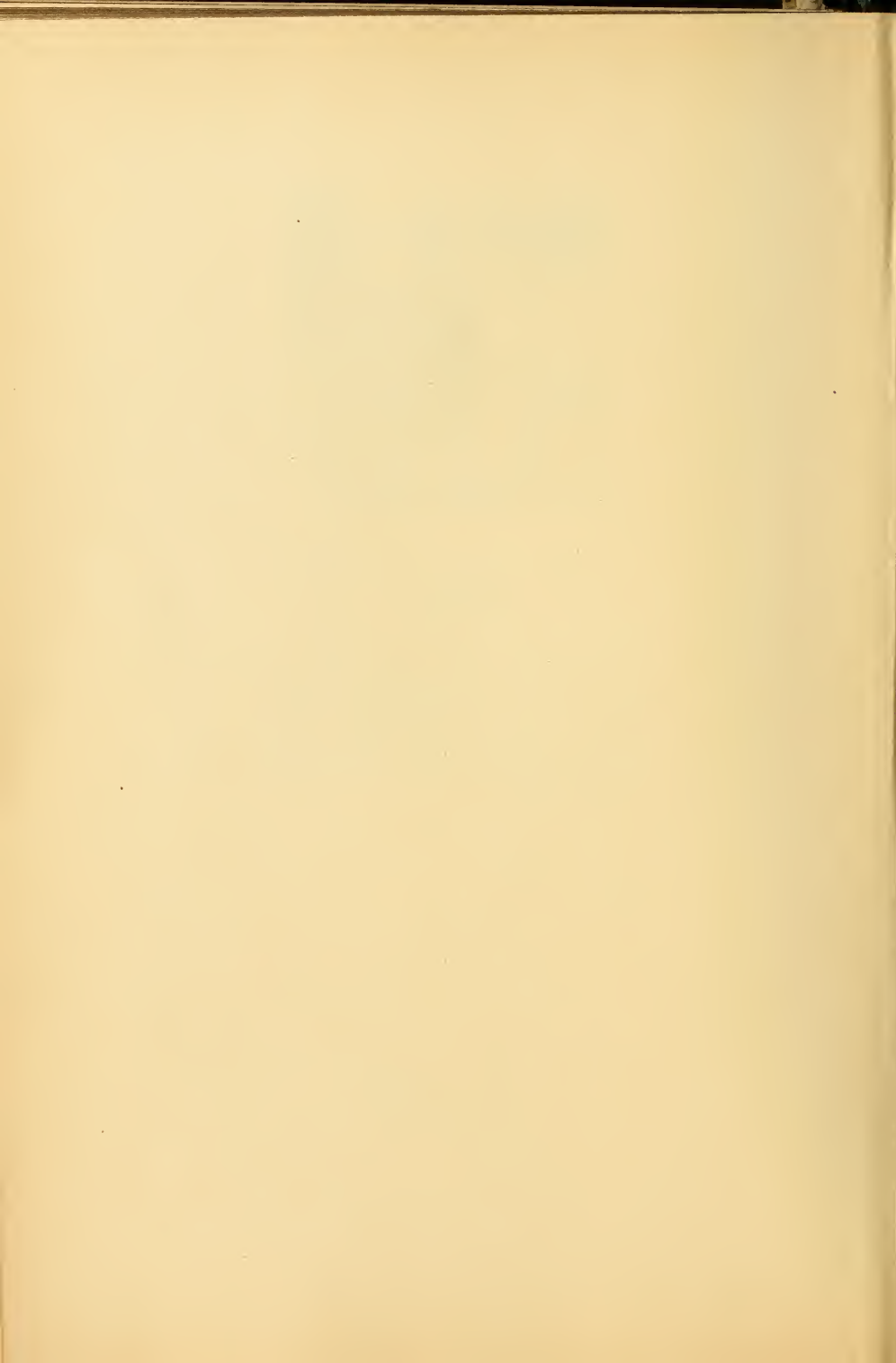
by being ready and by having nerve enough to go ahead. That's what is required in business life as well as in anything else—the right sort of preparation and the pluck to go ahead. If you want to see how this particular work is applied to the liquor business give this store a trial. We have the right goods and courage to make the right prices.

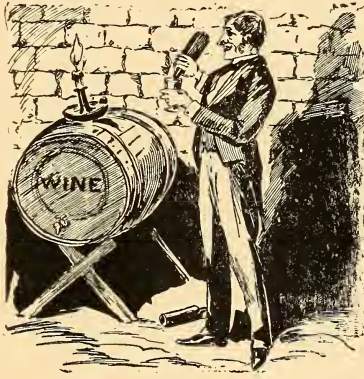




**“Your Health And Your
Families.”**

Every one is familiar with Rip Van Winkle's famous toast. If you drink it in our whiskies, brandies, rums, or wines purchased from us, it is doubly pleasant, for the reason that you are certain of their quality and their flavor speaks for itself. If you imitate Rip and go hunting or fishing these warm days, let us fix you up with a supply of cooling drink.

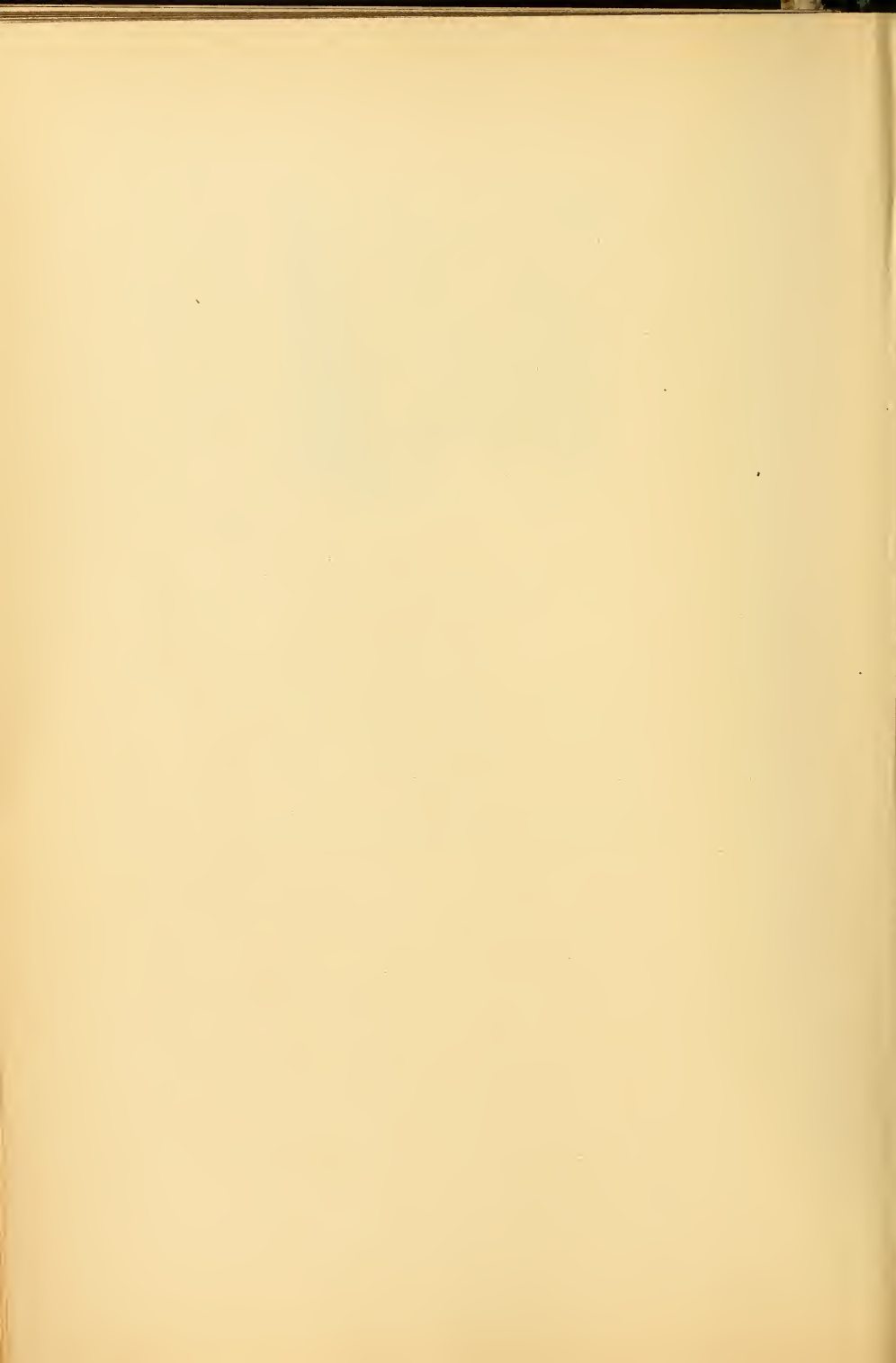




A Bottle Of Wine With Dinner

will make a thin man, stouter—a weak man, stronger—and a sick man healthier. All good wine contains iron, and a doctor will tell you that iron is the best of tonics, and the best of blood makers. He will also tell you that a bottle of wine with dinner is the pleasantest way to take your iron.

We keep wines at prices to suit all purses, and guarantee that the cheapest as well as the highest-priced, is absolutely pure.





A Social Glass.

Only the best liquor is good enough for you and surely only the best is good enough for your friends. We sell nothing but the purest and cleanest stuff in the market. Some one dealer must have better advantages to offer than others. There must be good liquor somewhere. It won't take very long to find it if you start here.





It's Really Surprising

the amount of good a pure wine will do a man, woman or child. But be sure it is good—that's the most important thing. Bad wine is very good—if you want to be ill. In case you've been using bad stuff the only way to do is to get some good stuff from us and get well. Prices are right. Goods are right.





There's Strength In It.

There's health and beauty in it for every man, woman and child living.

—— Whiskey will make strong the weakest person—with a strength that will last. It will pick you up off the ground and start you in the right direction. It will make the blood clean and strong. It will put you in condition to do your part toward making the world move. A person's capacity for enjoyment is measured by their physical condition. The use of —— for a short time will work wonders. It is carefully prepared and free from all adulteration.





Get Rich

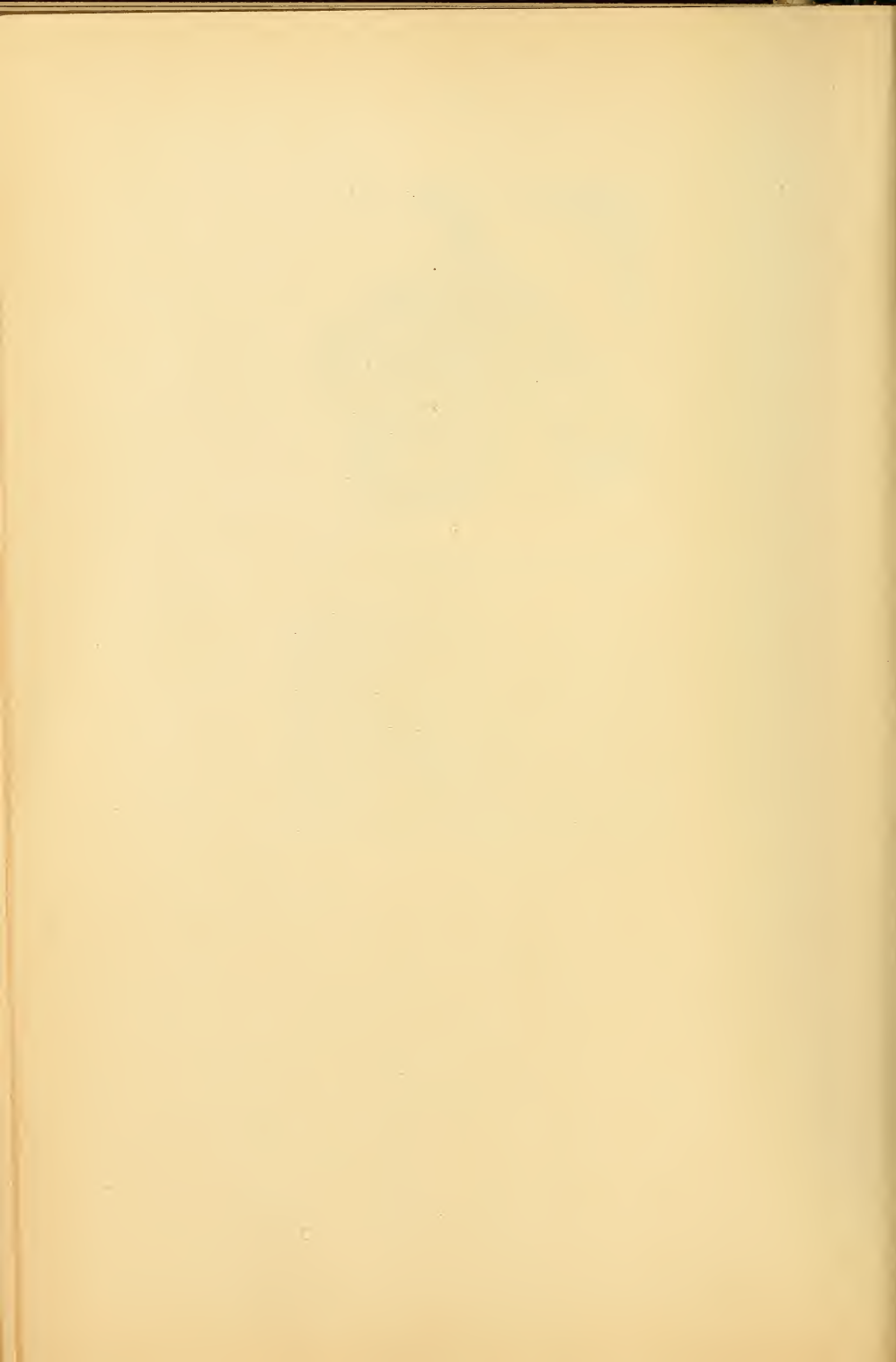
but first get strong. Everything is possible to a strong man or woman—nothing to the sick. There are many ways of gaining health and strength, but the quickest, safest and most economical is the use of——Whiskey. It is perfectly pure and clean—if it wasn't it wouldn't do good, and it has done thousands of men and women good. It has filled out the hollows in their cheeks, brightened their eyes, put sound, healthy flesh on their bones; swallowed the wrinkles, and filled the whole body with strong blood and energy. It is like a crutch which supports while the broken leg knits.





The Sick Man's Shelter

—his haven of rest, relief from pain and that horrible enervating feeling that robs the body of strength and desire to work, and makes it a heavy burden for the brain to drag around. — Whiskey is the door to health. It will put you in condition to do good work—to get rich. Few weak men accomplish anything. There have been a few great men who were weak and sick, but how much greater they would have been had they been strong. We guarantee every drop we sell to be pure—to be a drop of strong health.





As Good As A Horse.

You will find ——— as good as a horse. It will carry you over the rough roads of weakness into the smooth path of health with astonishing rapidity. It is not expensive but we charge enough for it to be sure it is pure. If you go below this price, you are buying very little grape juice and quite a good deal of hard alcohol. It is the purity in a wine that strengthens—beware of adulterations. Come here.





A Shandy Gaff

is a great summer drink. Take a large glass and mix in it half a glass of cool ale and half a glass of cool soda. The ale must be good—and it must be bought here or the drink won't be a success. We guarantee every drop of liquor we sell to be the very best and purest on the market. We found out long ago that we could make the most money by being perfectly honest—and we are perfectly honest.

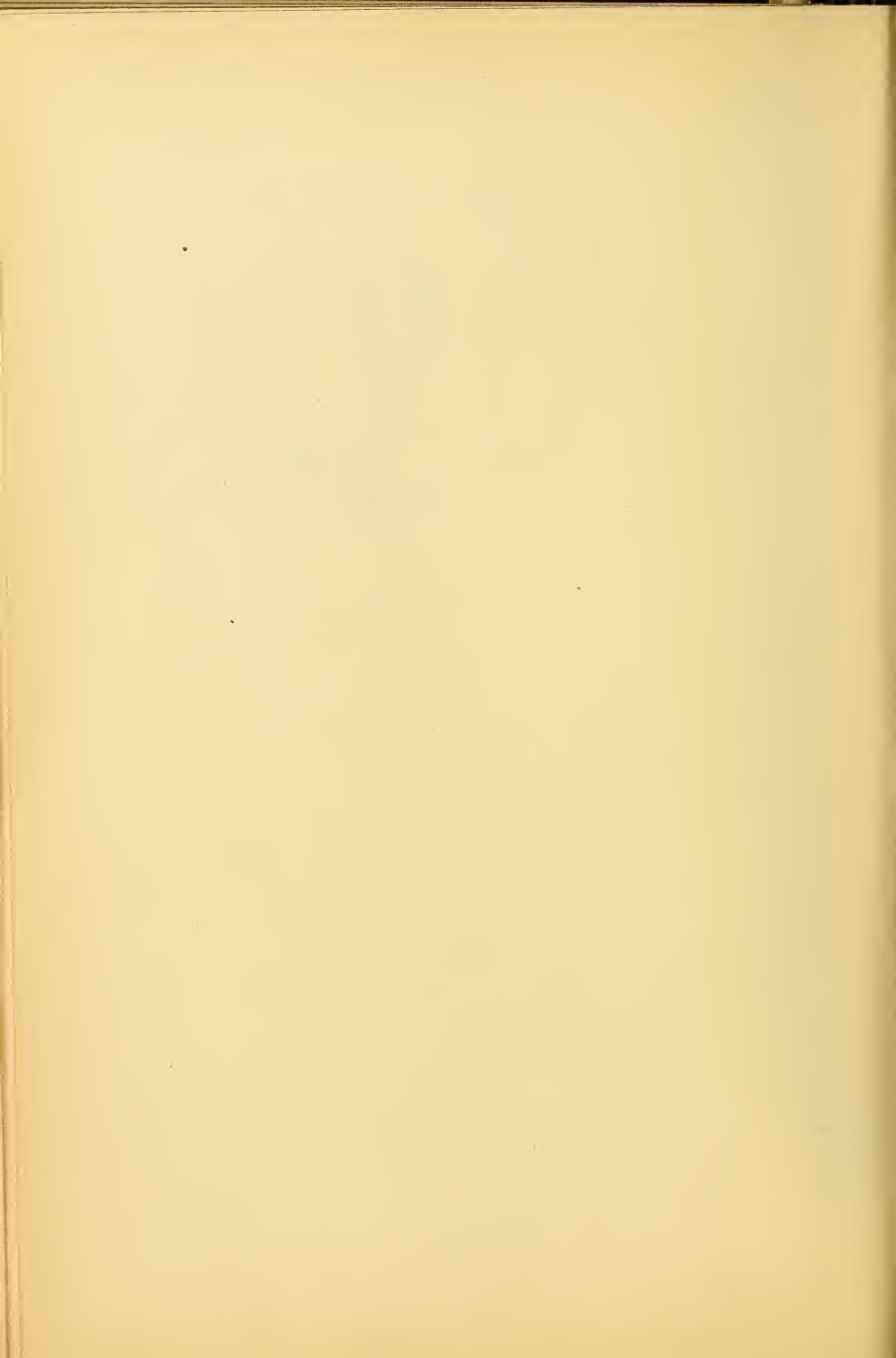




A Friend In Need.

There is no greater enemy to weakness than ——— Whiskey. It has proved efficient where doctors and their medicines have failed. It will make the strong man stronger —the weak man strong. But to do good it must be good. Cheap whiskey is adulterated in a way that would make people's hair rise if they knew what they were drinking.

The whiskey we sell is as pure as it is possible to get it. We don't say that you can't get the same stuff anywhere else, but we do say that anywhere else you will pay more for it.





A Household Guard.

——Porter is without exaggeration the very best tonic a woman or child could take. It is better than 50 doctors and 50 prescriptions. The good it does is apparent in looks as well as feeling. It clears the skin, makes it bright, pink and clear. It brightens the eyes—it brightens the brain. It makes life seem worth living to the nervous, wretched, weak little woman who takes it—if it's good.

We sell none but the purest. If we didn't we shouldn't preach purity.



No 3011.



It's Good.

Yes, it is good—it is so very good that it hurts the sale of our higher priced wines. For all that, we don't intend to raise the price.

We shall still sell ——— for \$ ———
quality, as high, pure and wholesome.



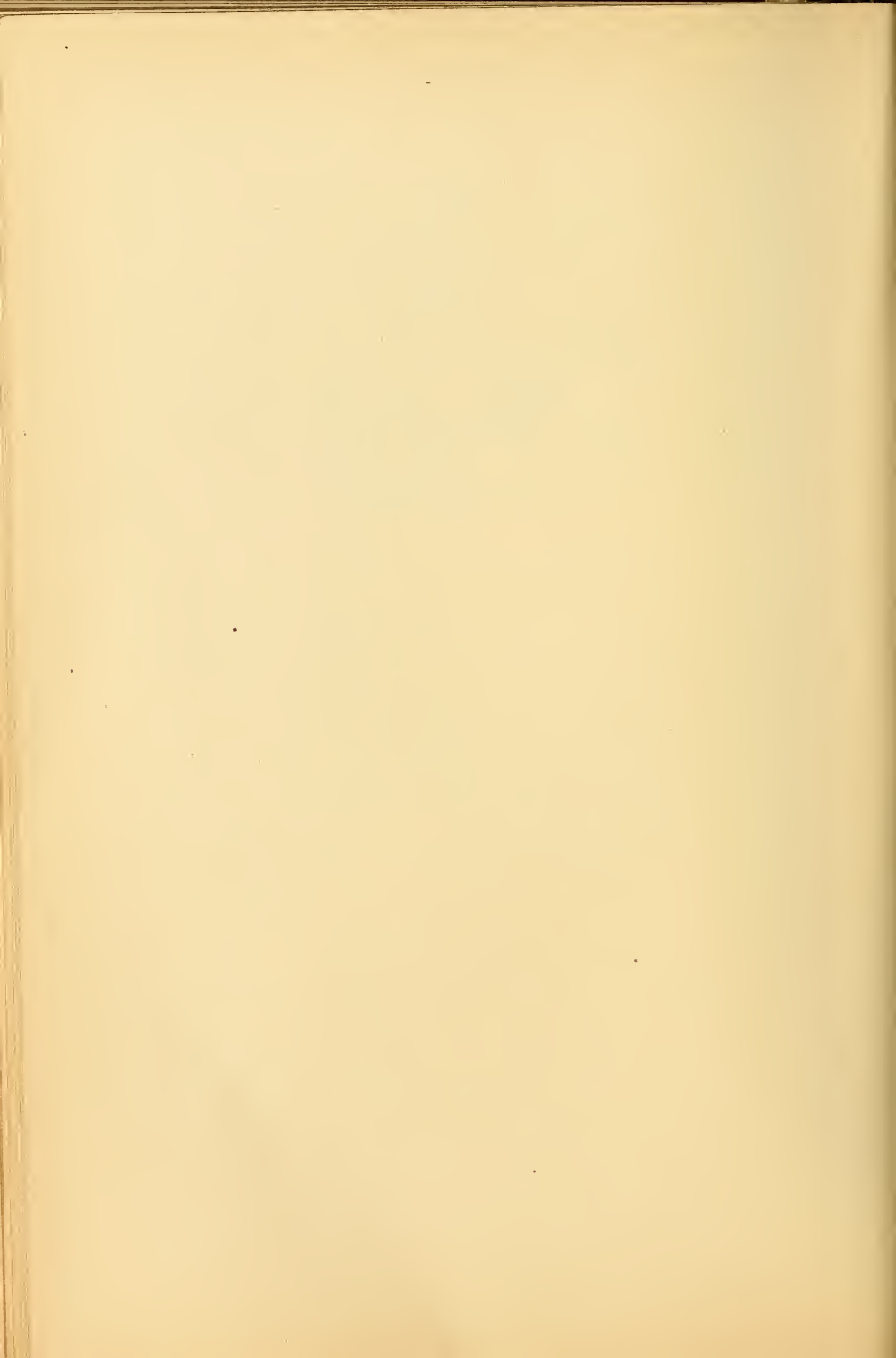


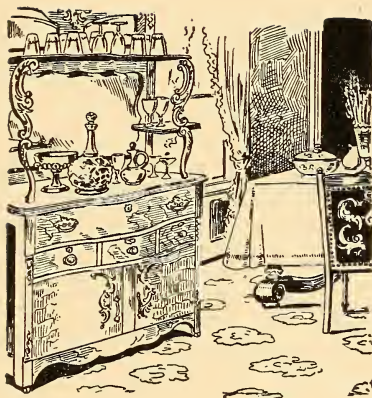
It Will Carry You

straight through to health and happiness, without any stops. Thousands of bright women owe their health and consequent beauty to—— Port Wine. There is no other tonic which so quickly shows itself in bright spirits, sparkling eyes—and a clear skin. It owes its strength giving qualities to its inherent purity.

You may think it impossible to get pure wine at——it may be elsewhere, but right here it's a live certainty, daily demonstrated by enormous sales.

If you care what you drink, buy of ——

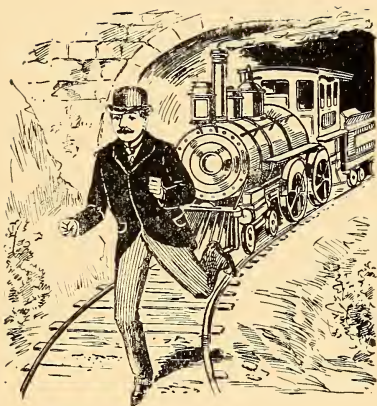




Always On The Sideboard.

———should be on every sideboard, in every home. In case of sickness, sudden cold, it's invaluable. Its purity and stimulating qualities make it the best of tonics — and economical at that. \$ —— is all we charge for the best —— sold anywhere hereabouts.





You Are In Danger

of the worst character if you trifle with impure or adulterated liquors. You have no excuse for doing so when you can buy the purest and best made at our very economical prices. When the best costs no more than the poor kinds what excuse is there for taking chances?





Carried To Safety.

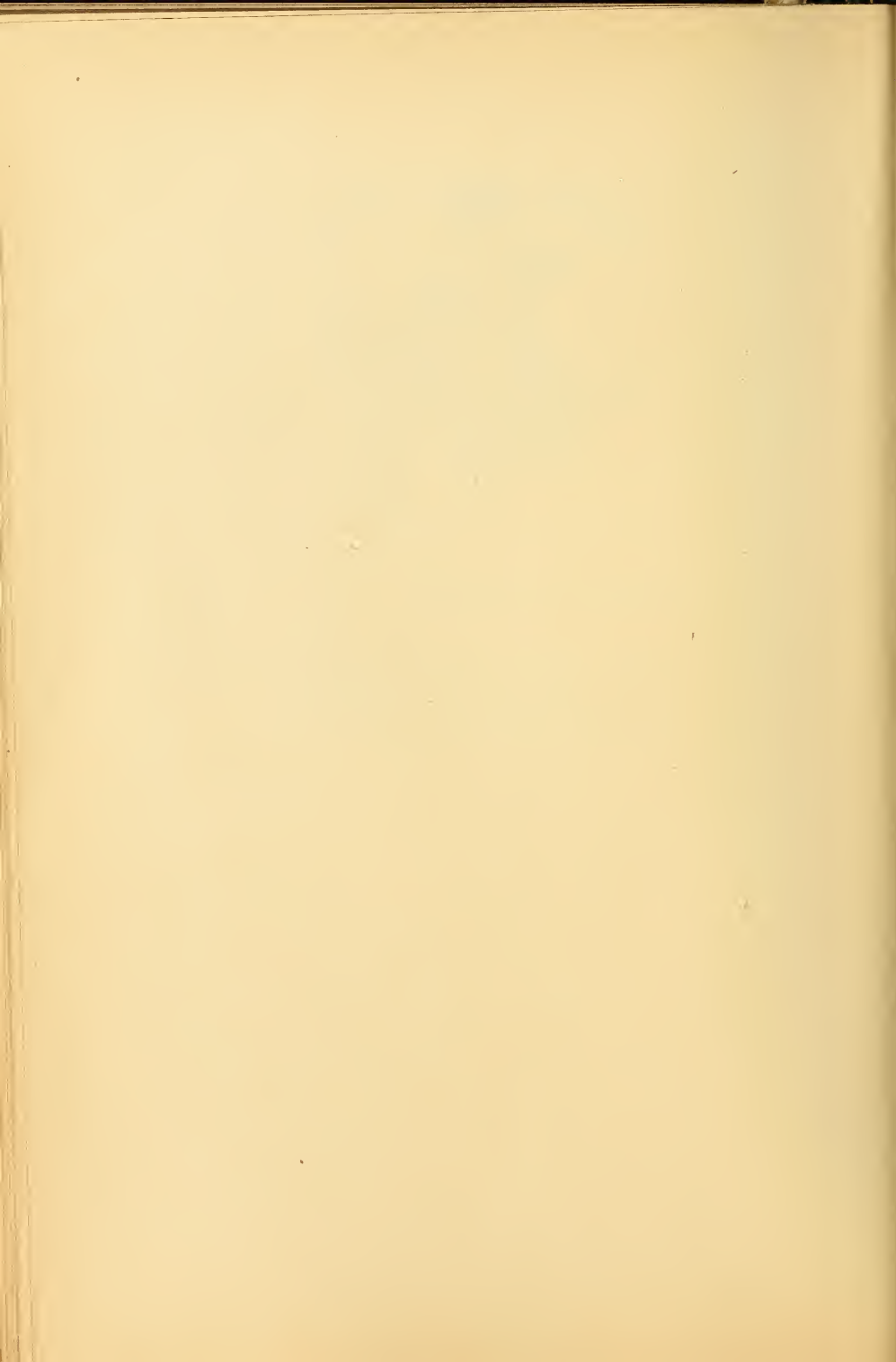
The man whom the least bit of exertion tires is in danger—he needs to be carried to safety. He needs a strong tonic—he needs ———Whiskey. There are many weak, miserable people, struggling along, day after day, doing inferior work whom ——— would make healthy, happy, bright men and women. This is no exaggeration. It has been proved time and time again. Let us prove it in your case. It will only cost———





Nothing But The Best

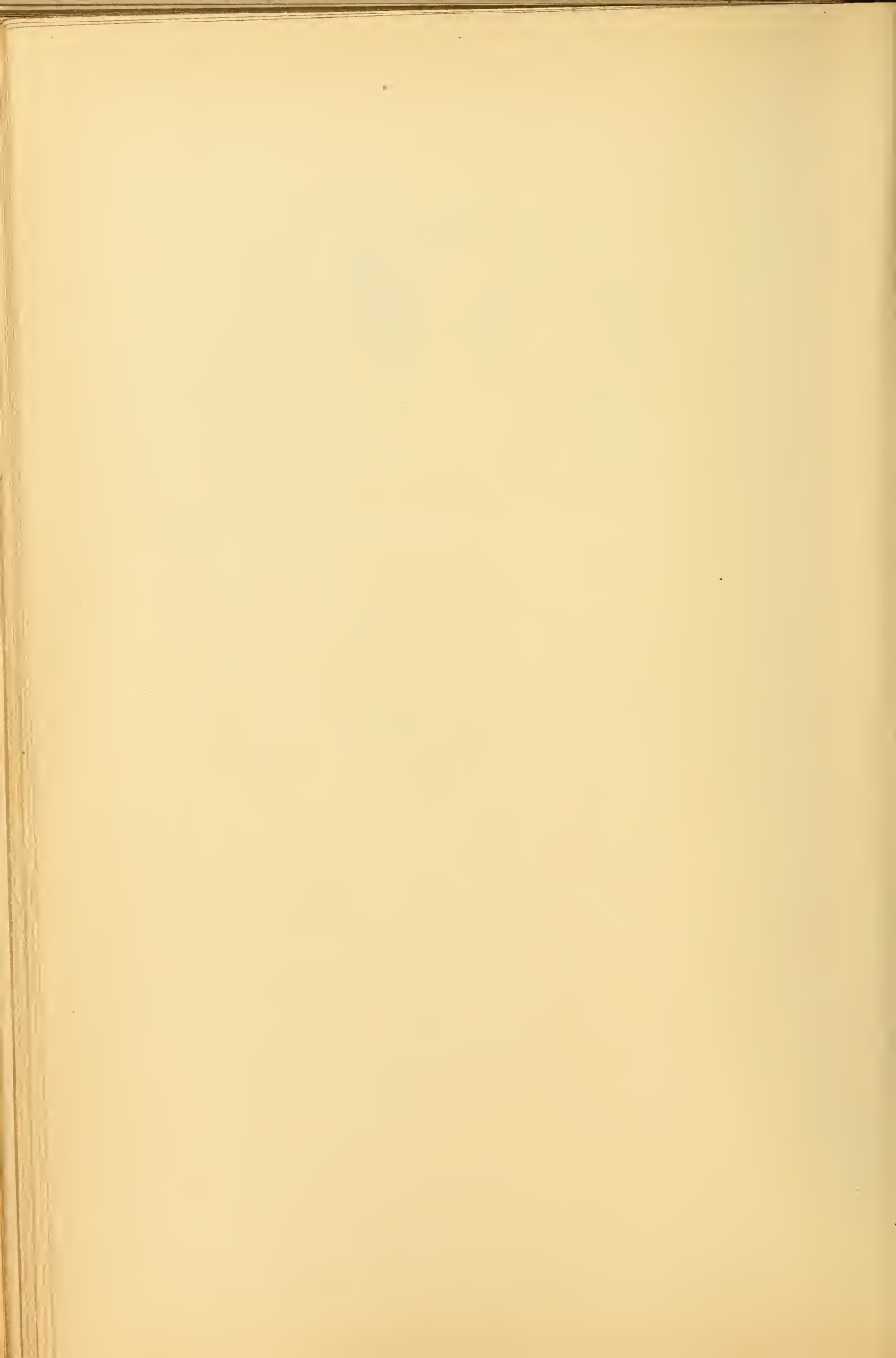
——— is good enough to drink. If you are not a judge, and are not sure what you are buying—come here, you will always find the best. And we don't think the most economically inclined person could quarrel with our prices.





“ Here’s To

a glorious old Thanksgiving feast.” But it won’t be glorious, or it won’t be complete, without——. The fattest turkey and the biggest mince pie won’t make up for it. The zest and flavor it adds to viands can’t be praised too highly. We have sold immense quantities of it already. Pure, palatable, and \$——





A Liberal Supply of Wine

will add to the joys of the holidays. Orders have been pouring in on us every day. One reason for it is because we are selling the best ——— for only \$———. Low prices and high quality rule this store with an iron rod.





The Flowing Bowl—

keep it moving ! Christmas comes but once a year ! Let the smiling pucker of Yule-tide merriment kiss the jovial lips of the loving-cup !

We'll tell you and sell you the ingredients for all Christmas concoctions of Good Cheer. We'll teach you just how to make a——





The Approaching Holidays

cannot be welcomed properly without the grape juice which cheers and makes a man feel ten years younger. Wines taken moderately cannot harm unless they are impure. Purity is the main thing to look after. You will never miss it if you come here. At present we are offering—





Santa Claus

could bring nothing better to a family than a bottle of—— There is more health and life contained in a glassful than you would get out of the so called tonics in a month. Its purity has a great deal to do with its strength-giving qualities. The price is—— This isn't the only good thing we have ; (Quote items and prices.)





Make a Bowl of Egg Nogg

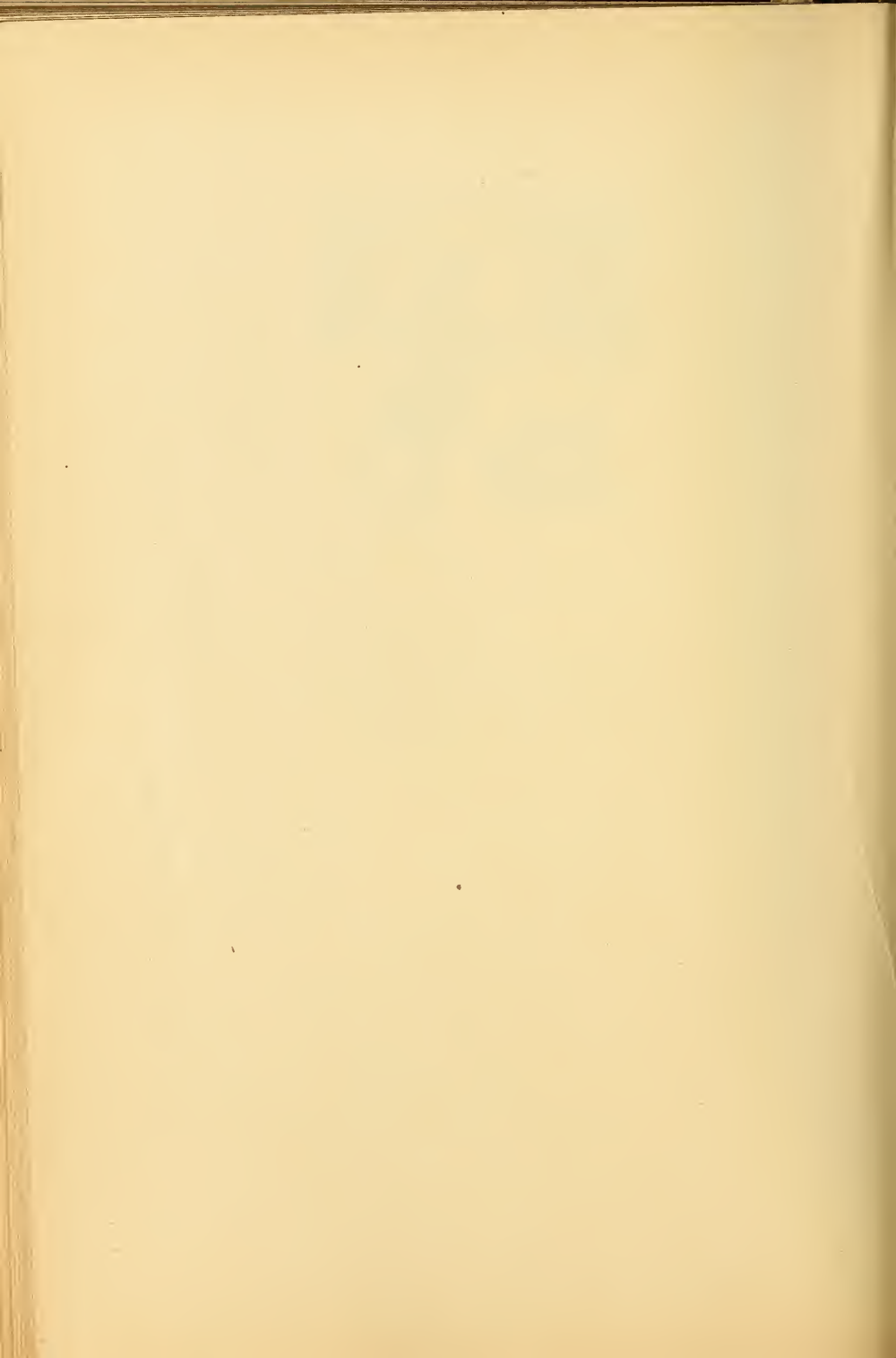
for Christmas or New Years. Use a large teaspoonful of powdered sugar, a fresh egg, a half wine glass of brandy and a half wine glass of Santa Cruz rum for each glassful. Shake well. You must use our liquors to get best results.





Bear in Mind

that the ways of adulterating liquors are many—bear in mind that many adulterated liquors are offered for sale at temptingly low prices. It is possible to get purity and quality at moderate prices—come and we will tell you how we do it.





We Are Prepared to Fill

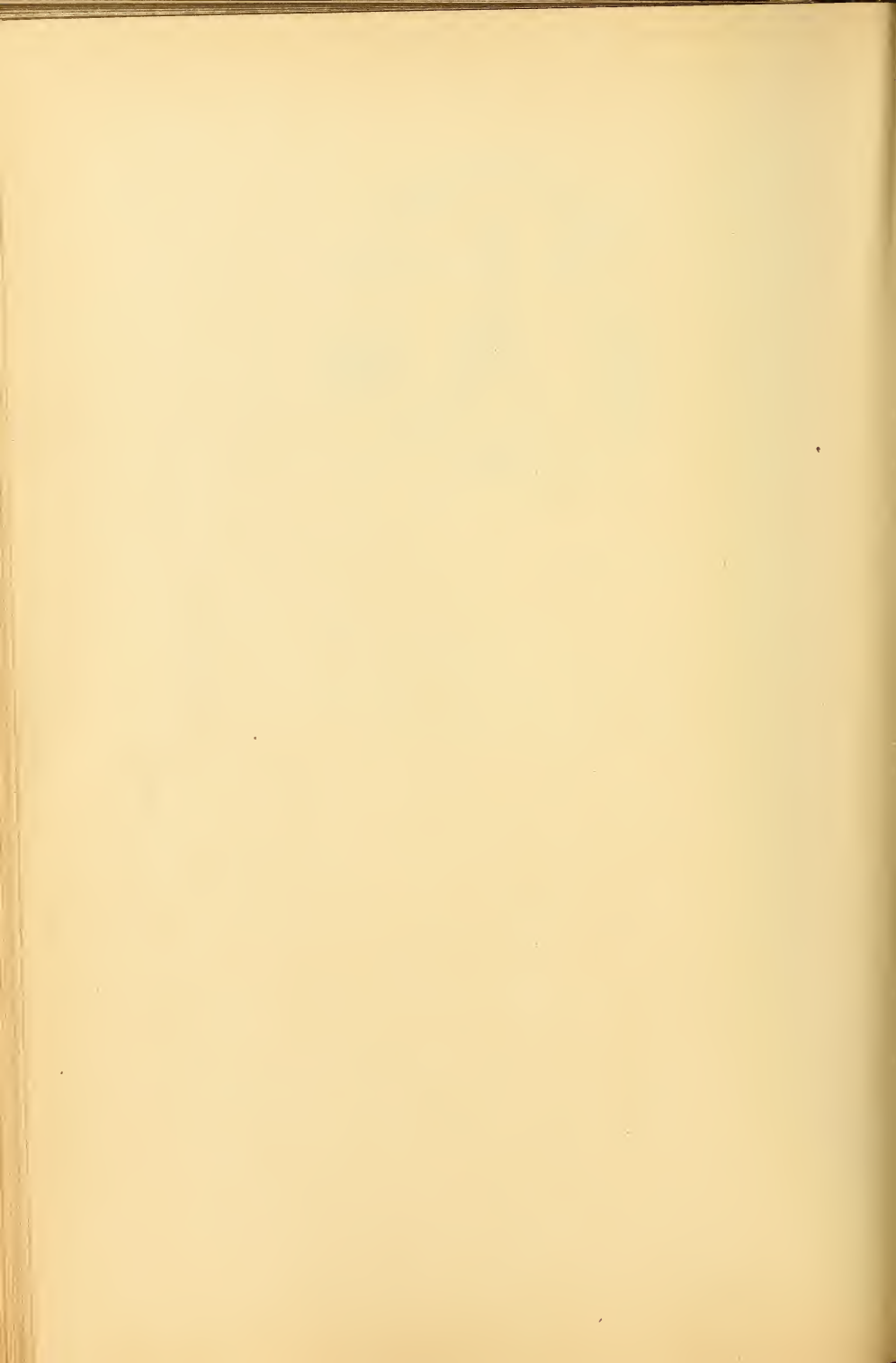
orders for a great variety of foreign and domestic wines and liquors. For table or medicinal uses, our stock is complete. We purchase from houses of undoubted reputation, or direct from the manufacturer. Our prices and our goods cannot be duplicated in the State.





Rich Wines

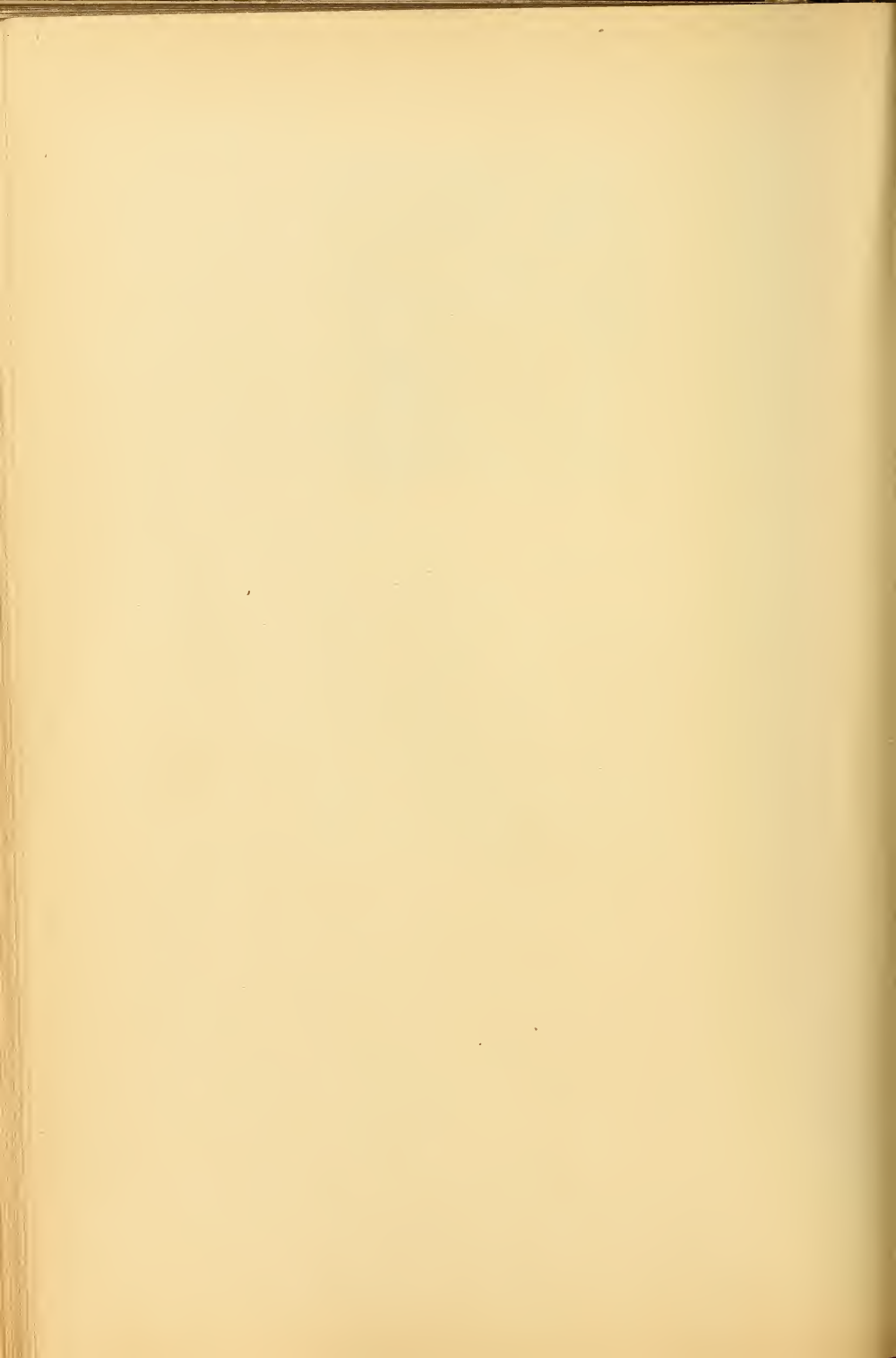
create good rich, healthy blood. Don't make the mistake of buying sour, poor wine because it is cheap. It is not. It has a nasty, disagreeable effect upon the system, while a good wine is really not expensive, and gives you that pulled together, self satisfied feeling.





If You Want

good, wholesome liquor of any kind, liquor that is pure and doesn't contain more alcohol than the pure juice of the fruit, you want to buy of us. It doesn't pay us to handle any of the poor stuff that liquor dealers palm off as par excellence. We can sell you a good sherry or port wine for ——— per quart. Can you do better? If you want a good whiskey or gin, we can sell it just as reasonable as you can get it elsewhere and the quality will be the best. We would rather sell good liquors and plenty of them at a smaller profit, and give satisfaction, than to sell high and have our store empty.



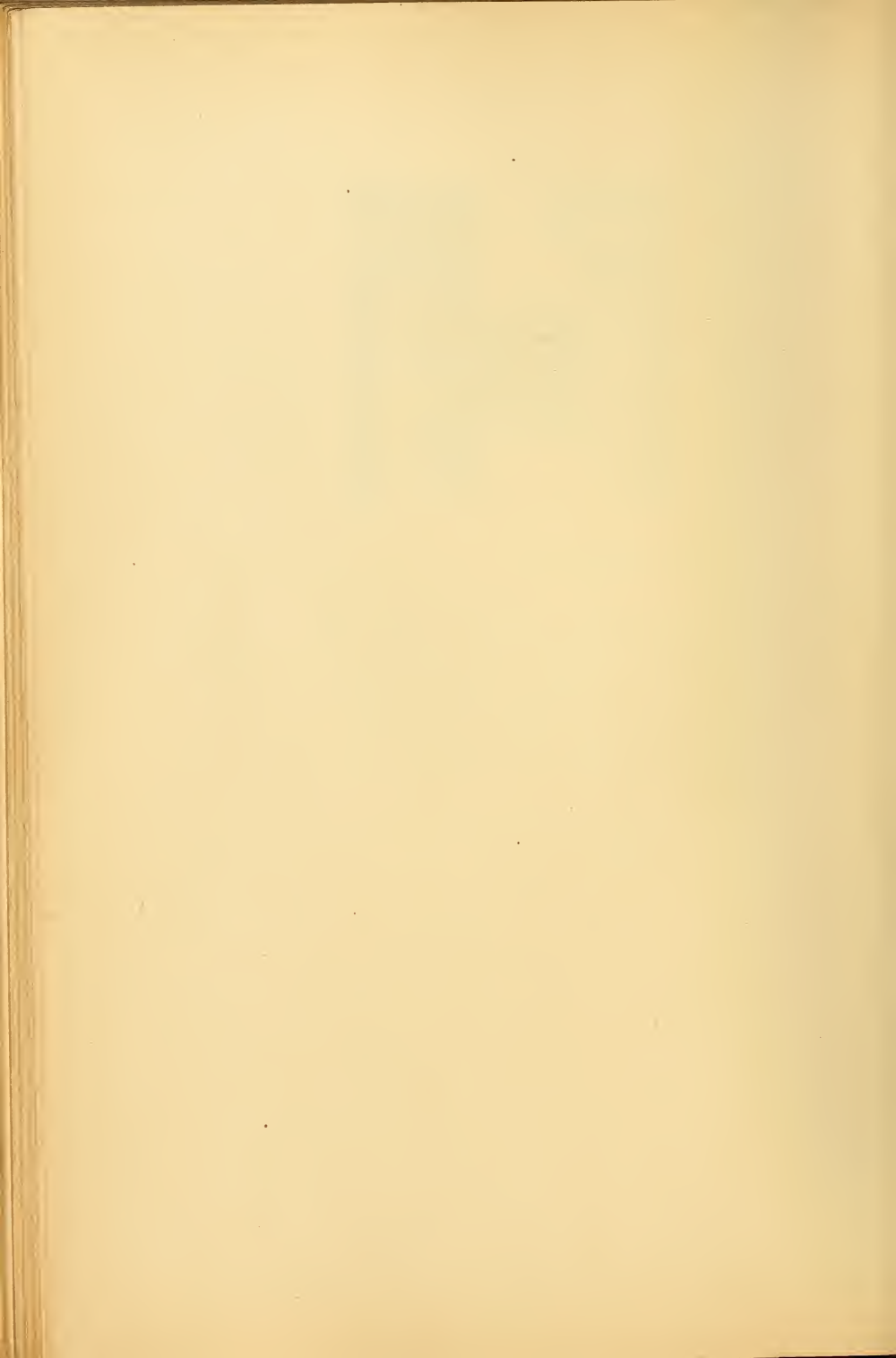


Not Every Man

can put up this sign and do it justice. Every man to his trade. We have had the experience of ——— years of business to assist us and we think we can truthfully say that we are able to supply the most exacting wants in this line.

Just step in and try a glass of our Port drawn from the wood.

We'll wager you will smack your lips for more.



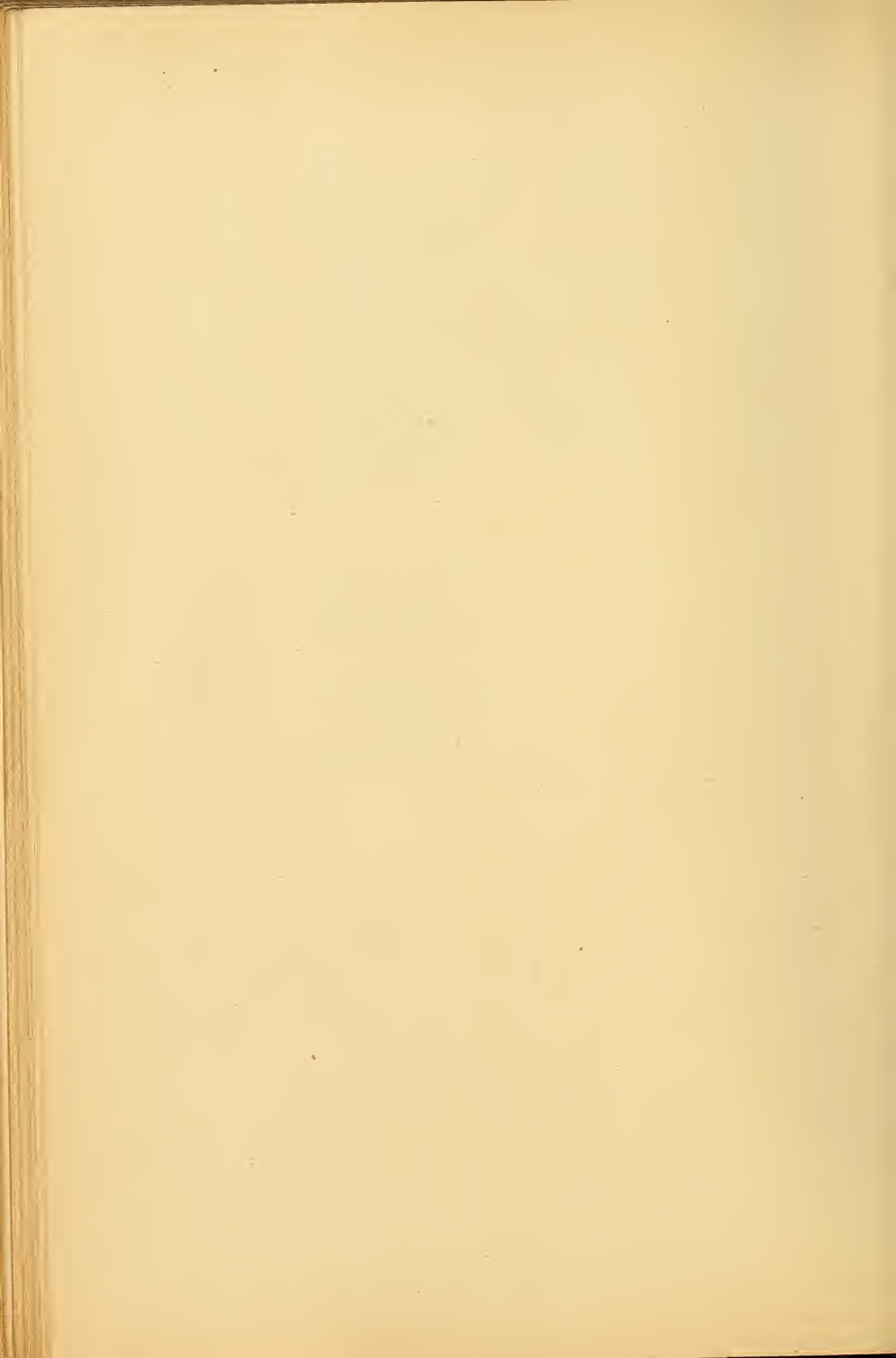


Don't Be In a Hurry

when you buy your wines. It may be a little troublesome to look around but it will pay you for your trouble.

Every one can induce you to make your first purchase, but do you always go back to them again?

We buy wines and liquors with the object of securing your permanent trade and we buy the best and most reasonable with this object continually in view.

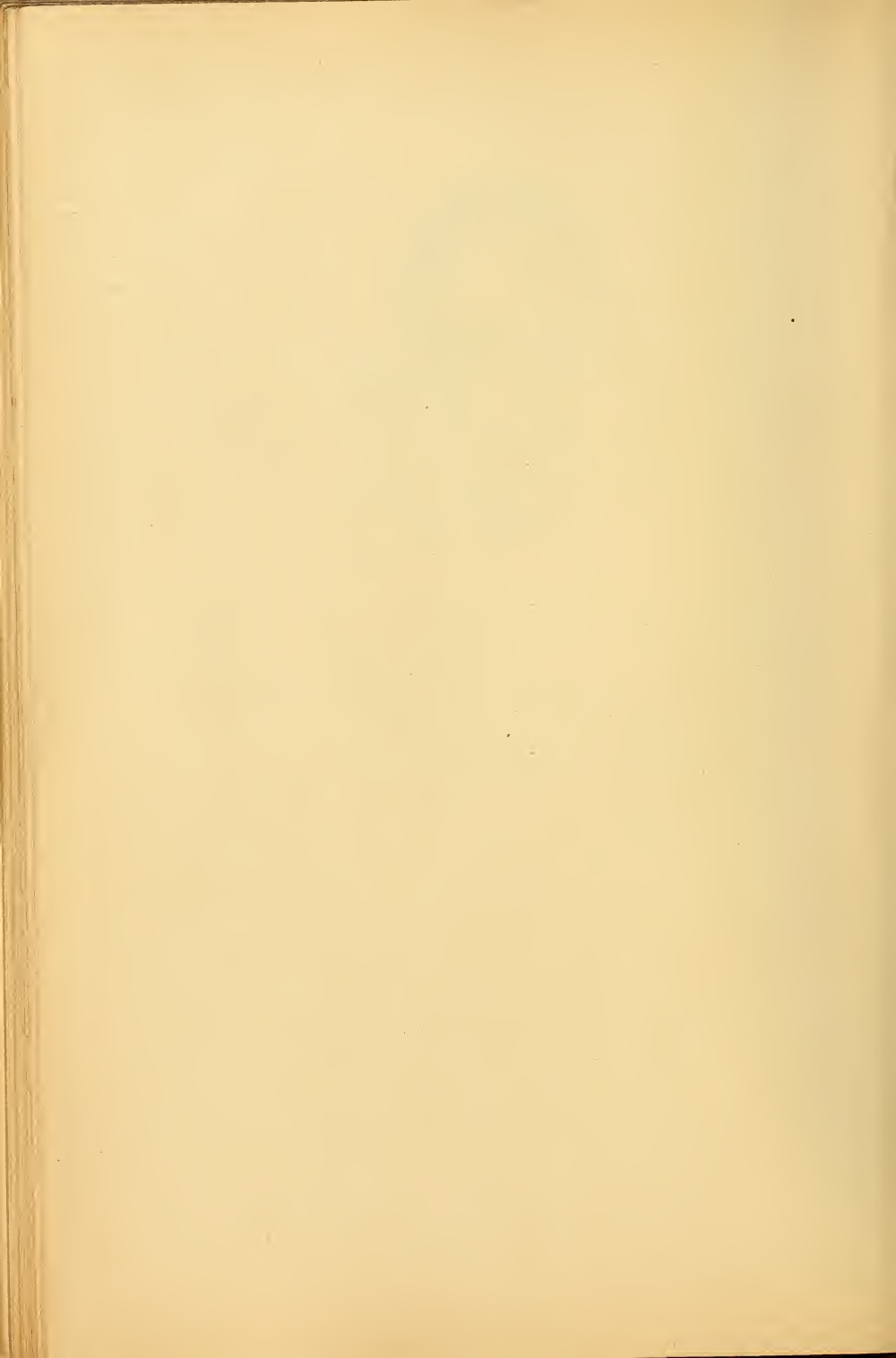




Are You a Fair Judge

of what good wine ought to be? If you are—you can find wines here that the most fastidious epicure would pronounce excellent.

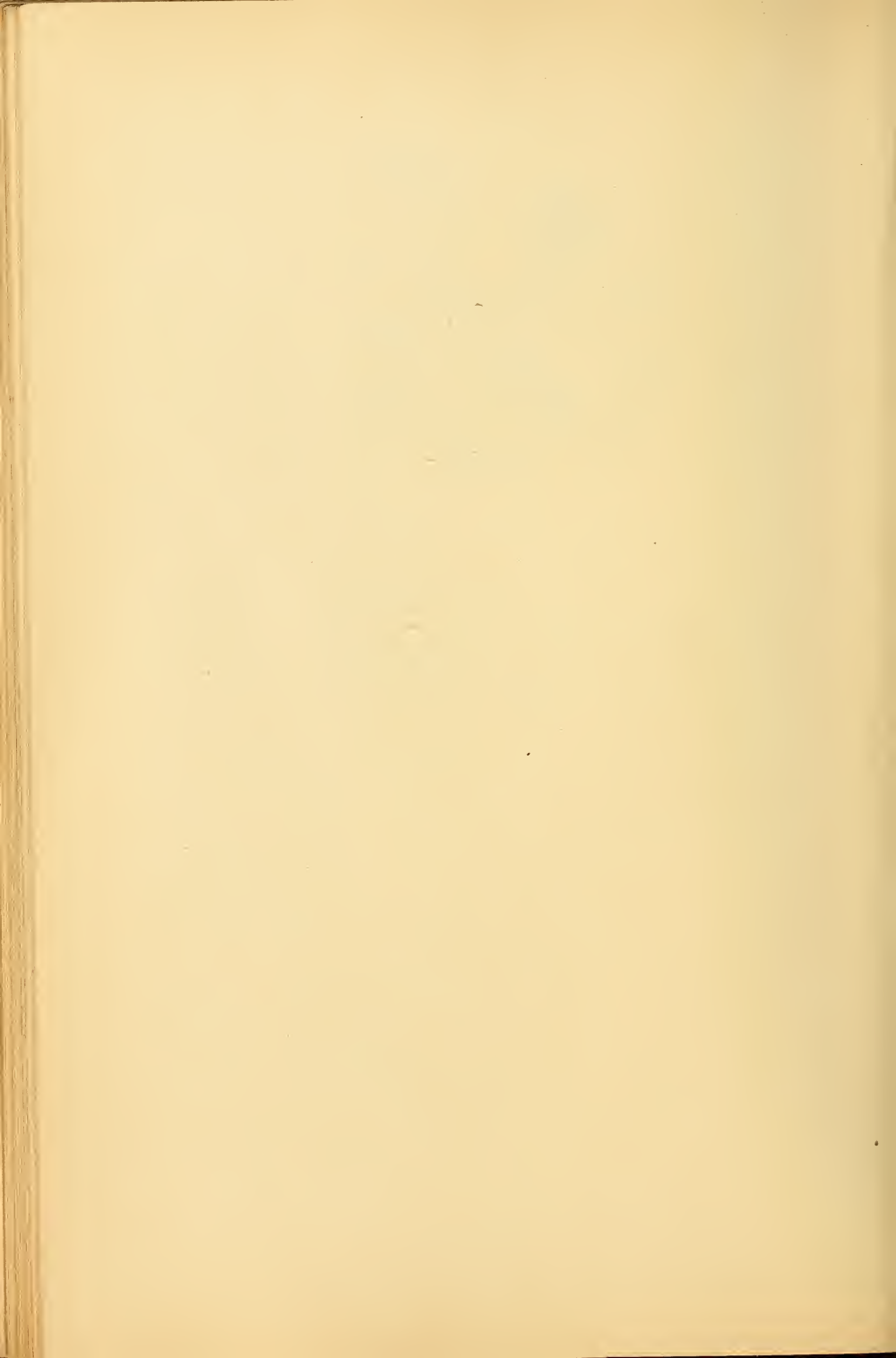
A favorite brand of whiskey with our customers is known as——. Have you tried it? Quart bottles cost only \$——





Don't Forget Us

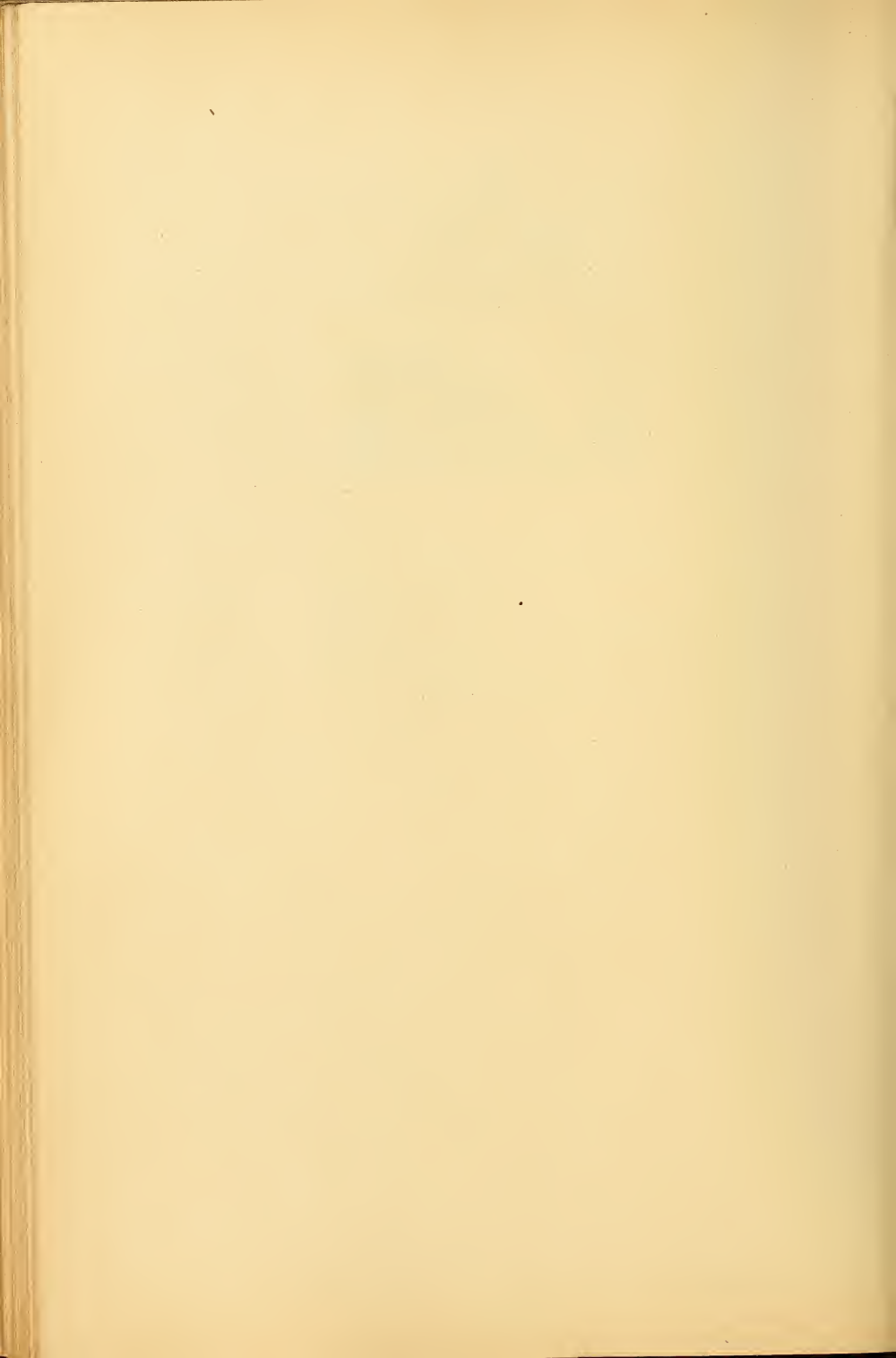
when you want to stock up your sideboard. We can sell you any grade of any whiskey, brandy, wine or cordial that you wish. The next time you pass by call in and ask us for our prepared cocktails. There's nothing so good to give you an appetite.





The Genial Warmth,

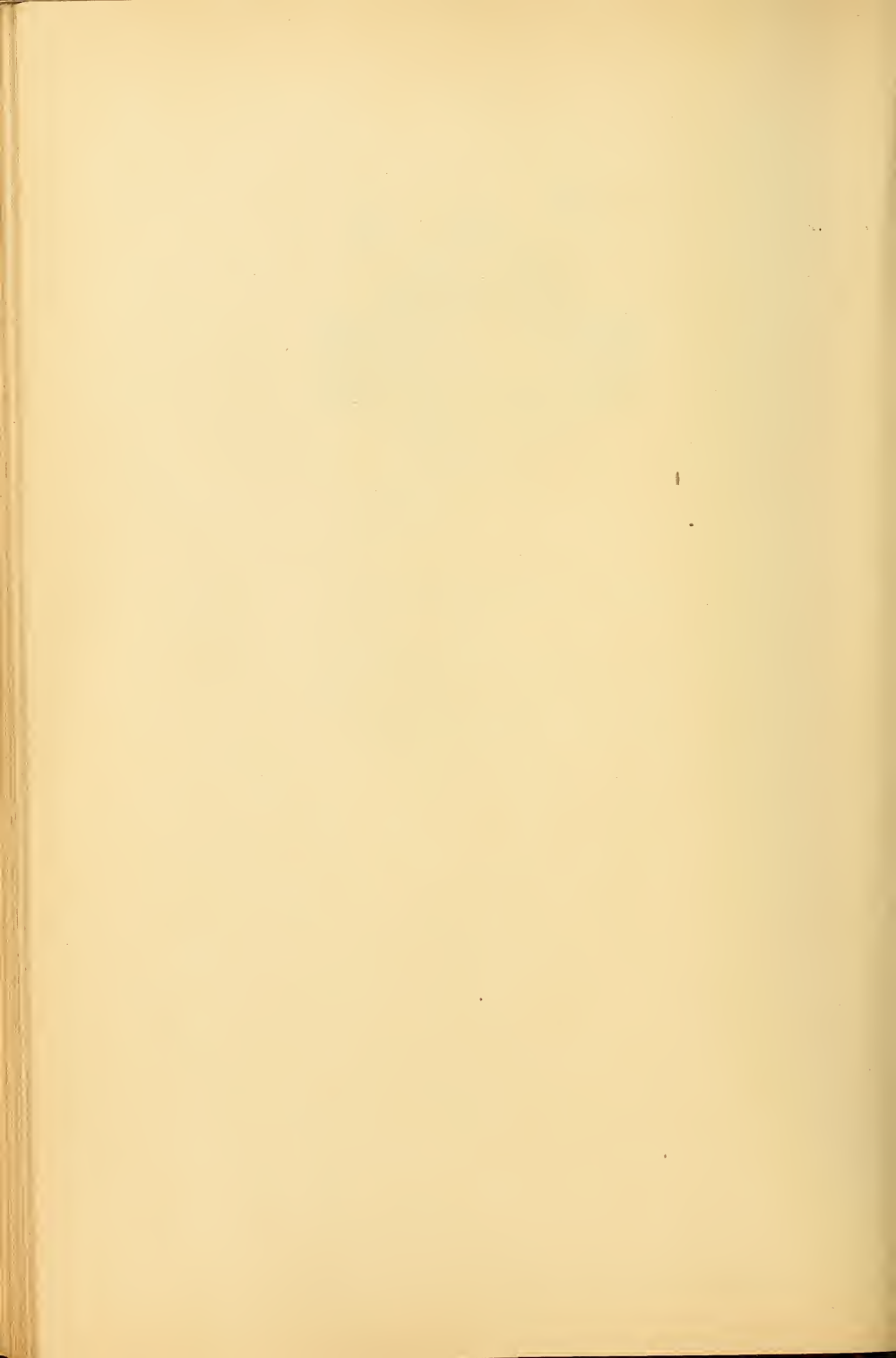
the sparkle of repartee,
the flow of anecdotes that accompany the
drinking of a bottle or so of good wine, are
among the most pleasurable things in life.
Be your choice port or sauterne, we have the
best to sell you at honest prices.





There's As Much Difference

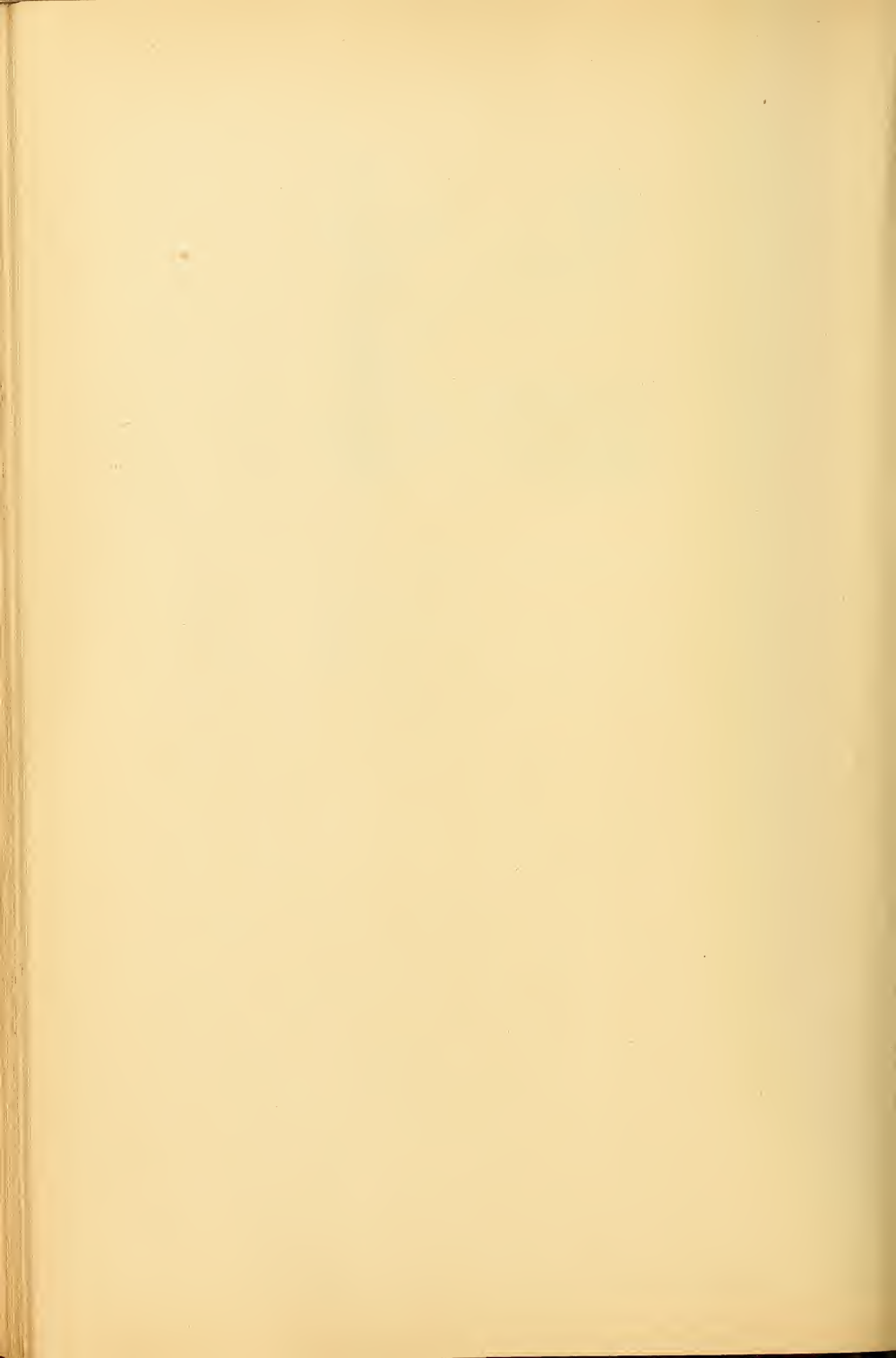
in beers as there is in wines. Beers are tart or sweet, light or dark. Your choice in beer on draught here or in single bottles or cases for home use. Beer is a good home drink. It is healthy. It costs little. It is good—our kind.





The Age of Our Wines

is correctly marked every time. We do not put the vintage year back a few seasons in order to make a little more profit out of you. We do not tolerate any tricks of the trade, for we are on the watch for our future business.

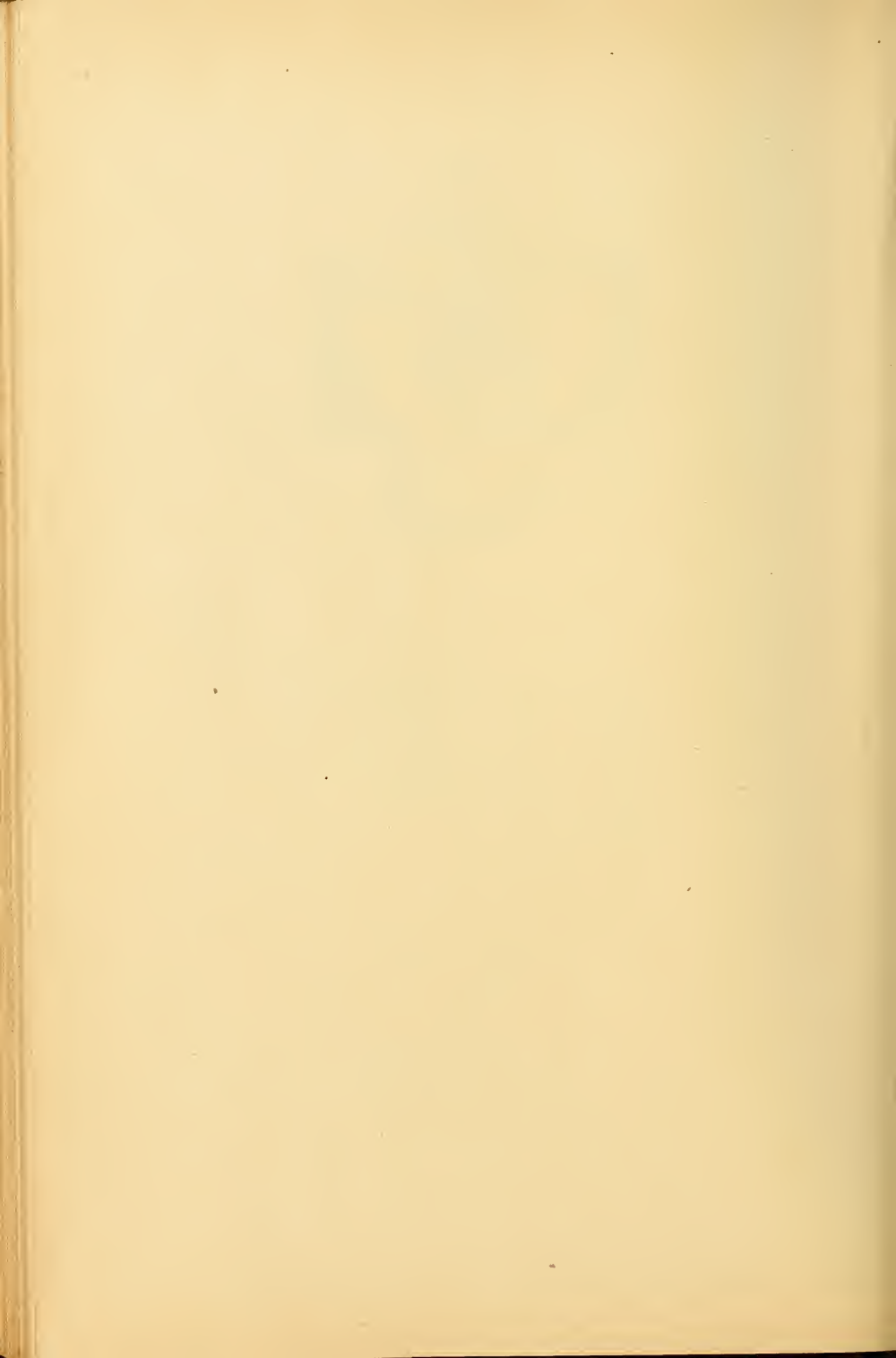




In Considering the Brew

of a beer you should judge by the reputation of its maker. There are so many ways in which dishonest brewers can adulterate the beer that it is extremely difficult for experts to tell by its taste whether it is absolutely pure or not. You know that the beer we sell is pure, because we have always had that reputation.

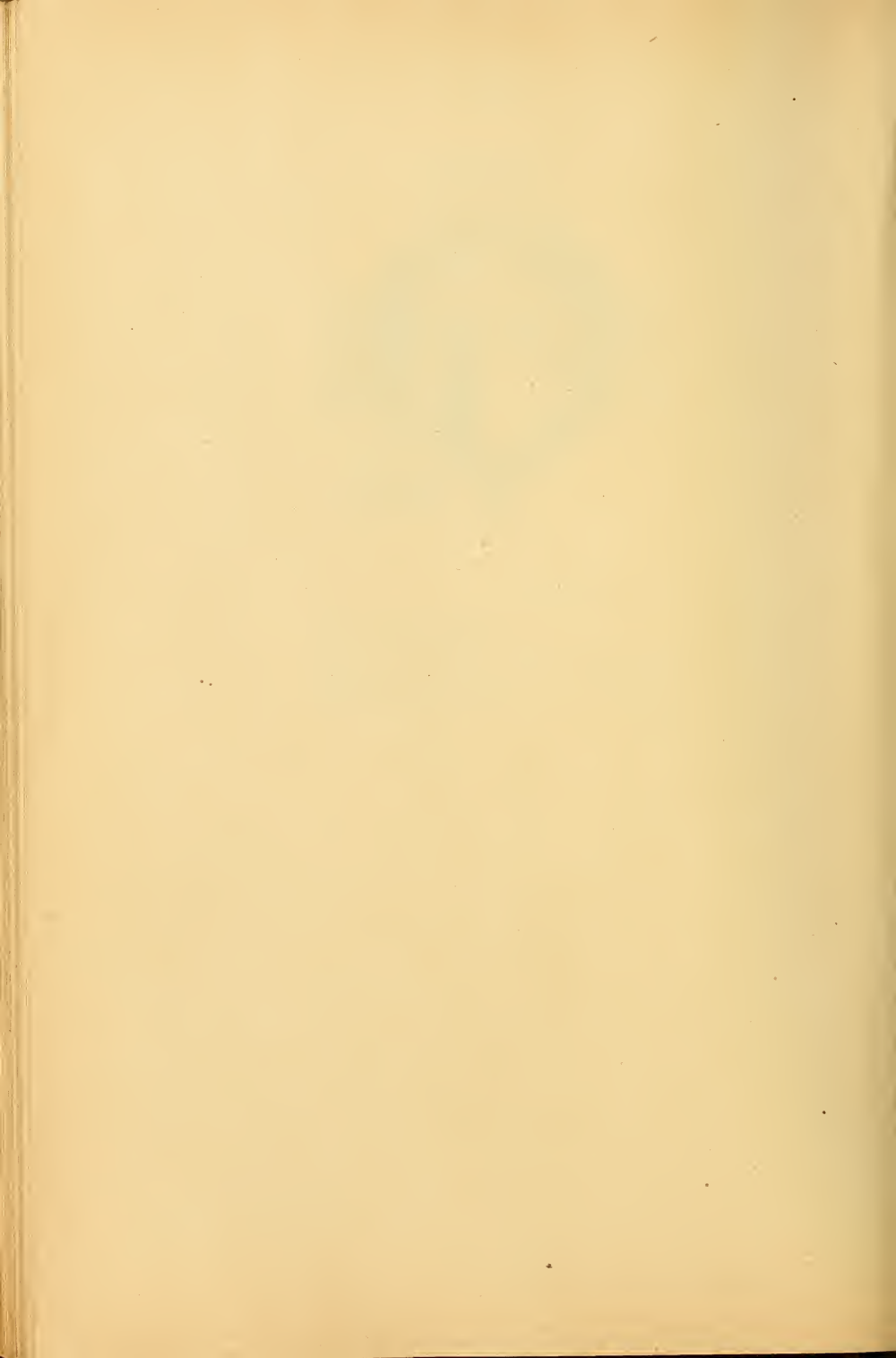
Pure beer is healthy. It is one of the best tonics known.





It Is a Waste

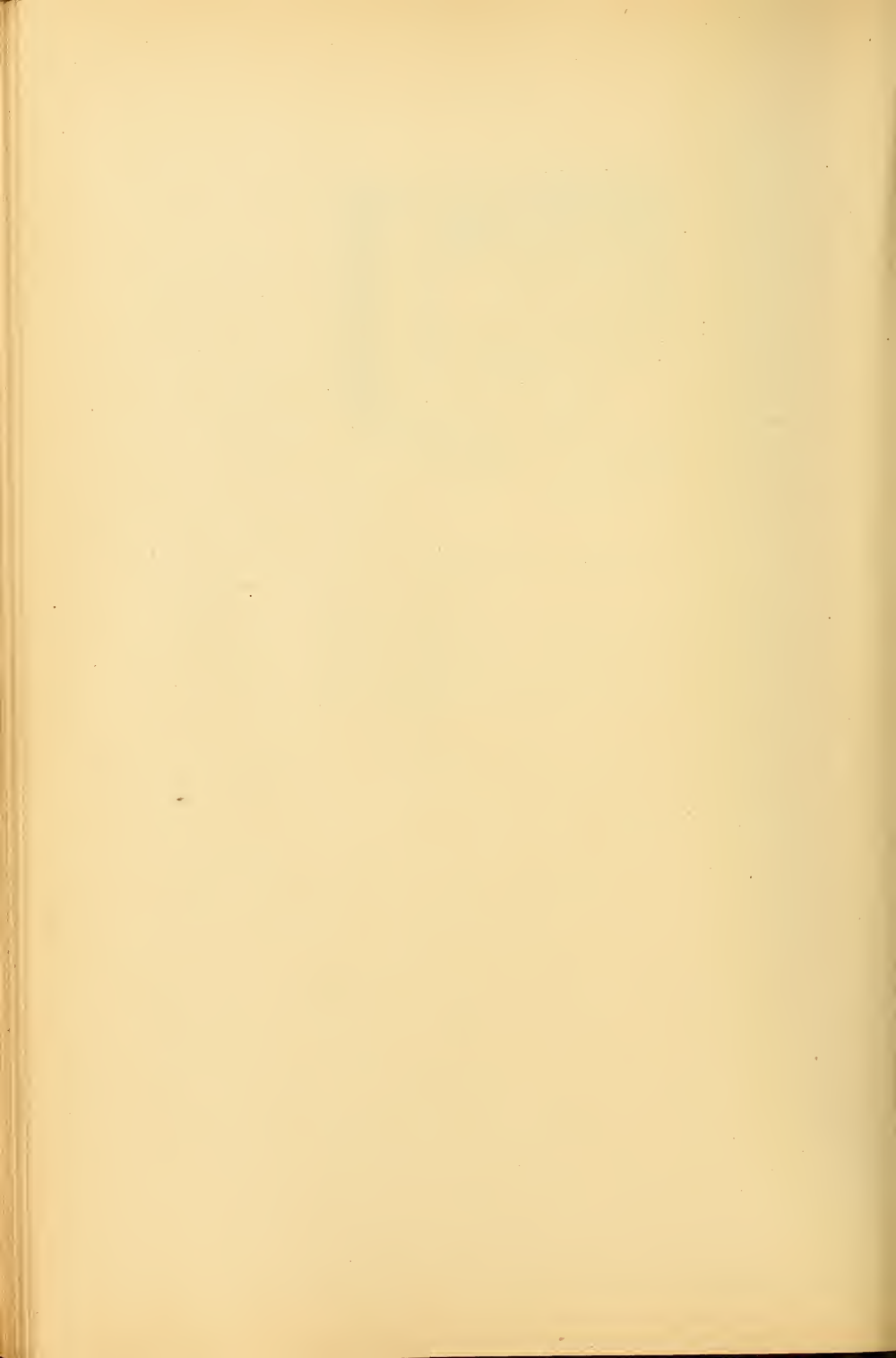
of time nowadays to try to sell inferior wines or liquors. The public taste has been educated and the consumer wants the best he can get. You can get it if you come to us. You get your money's worth.





We Make a Specialty

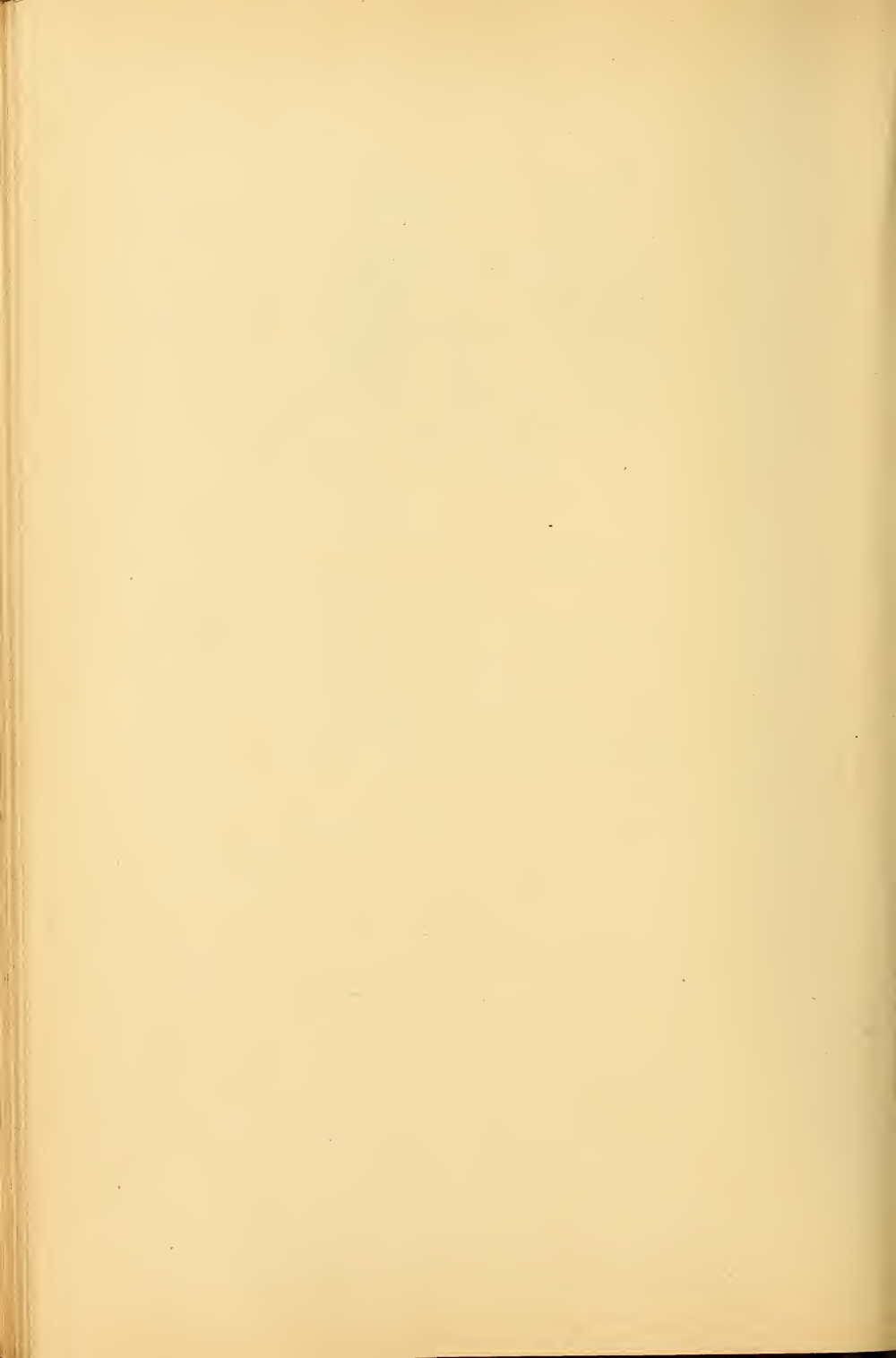
of bottling wines and liquors for family trade. The absolute purity of what we sell is a guarantee which you may depend upon. No pains are spared in the care of our goods before bottling. They are highly recommended for medicinal use.





Easter Cheer

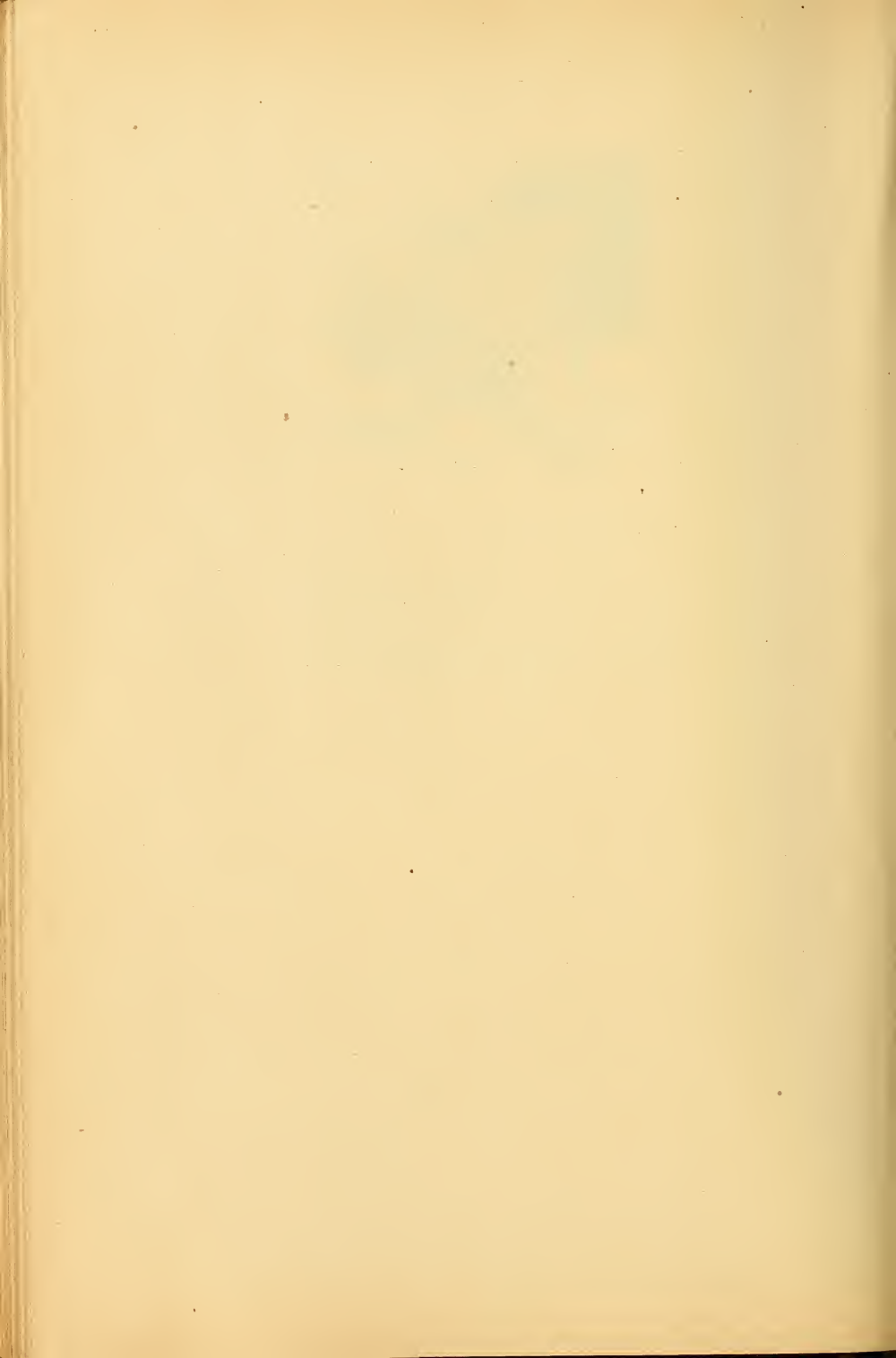
means feasting and merry-making. You are careful to think out your Easter dinner in advance and it would be well to select your liquid refreshments with equal care. The stock of wines we have affords a choice that is practically unlimited. Our liquors have been highly recommended for medicinal purposes, because of their absolute purity. We sell nothing that is adulterated.





A Reliable Dealer

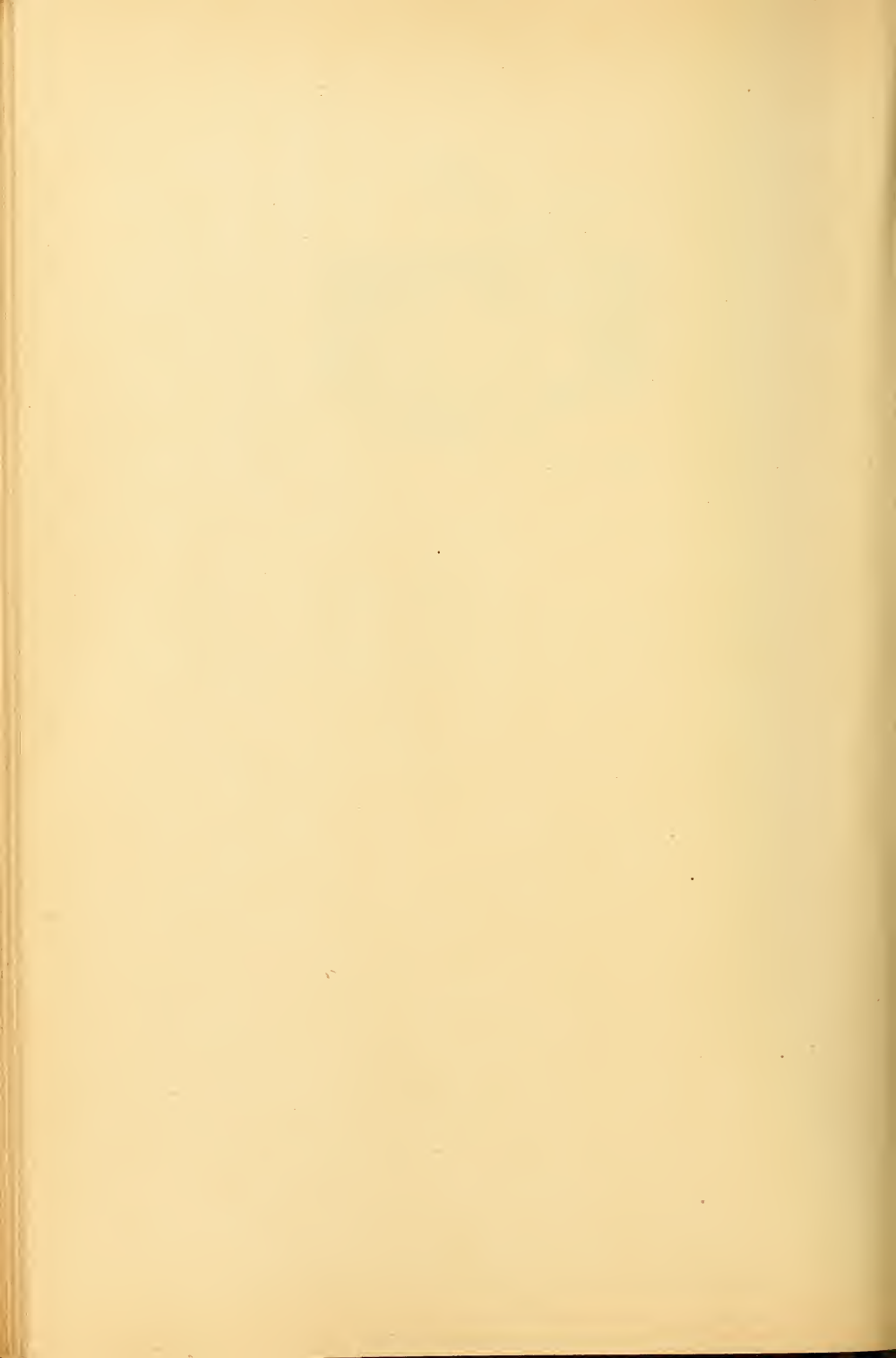
needs no further recommendation than the quality of the wines and liquors he sells you. We add value to the quality and expect to get your trade. Our bottlings for family and medicinal use are a special feature of our business.





It Is Not Economy

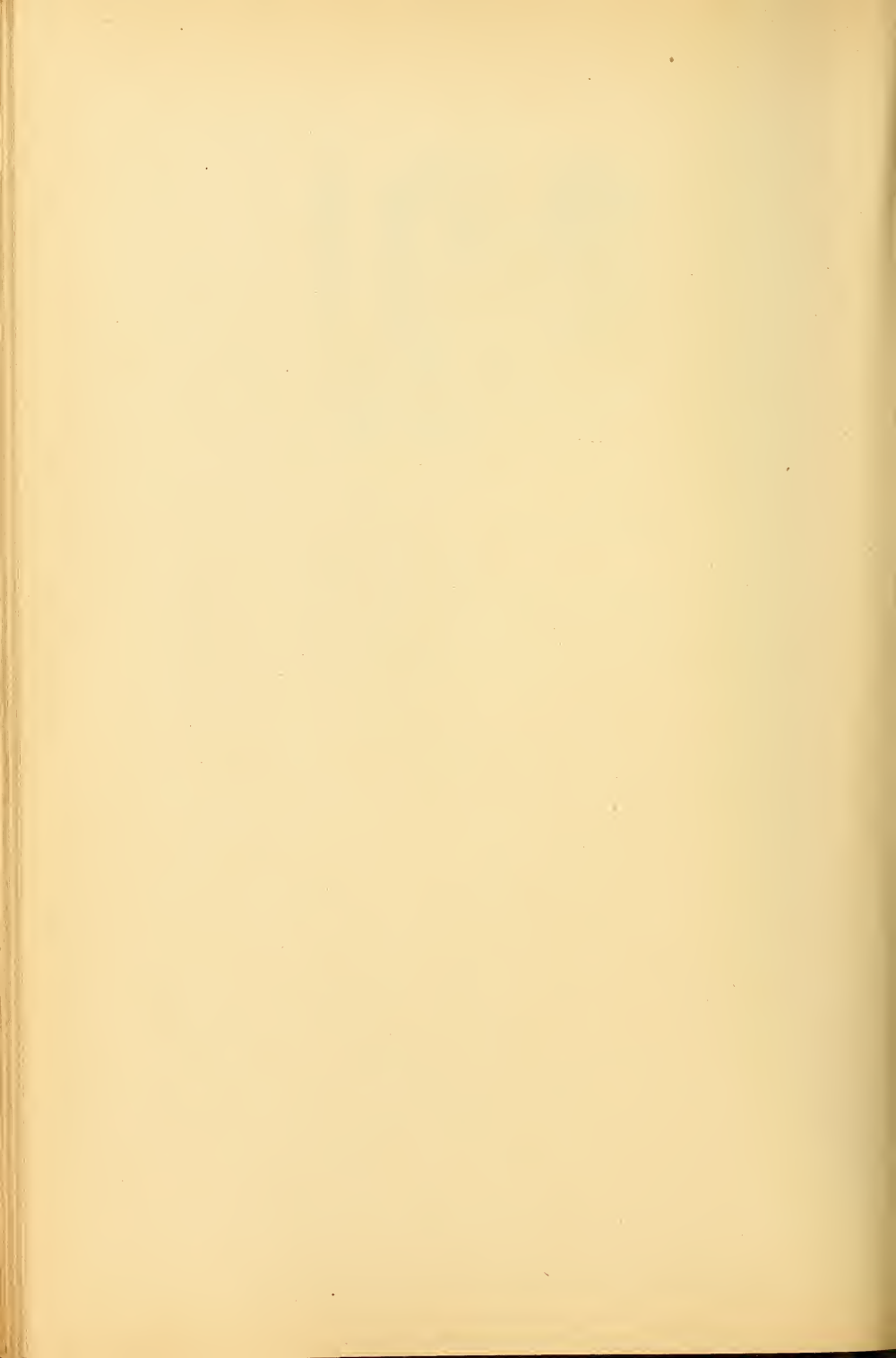
to buy cheap wines and liquors. You not only injure your health by drinking adulterated liquors, but you virtually throw your money away. If you want pure wines and liquors at a fair price, you will do well to patronize us.





Masquerading

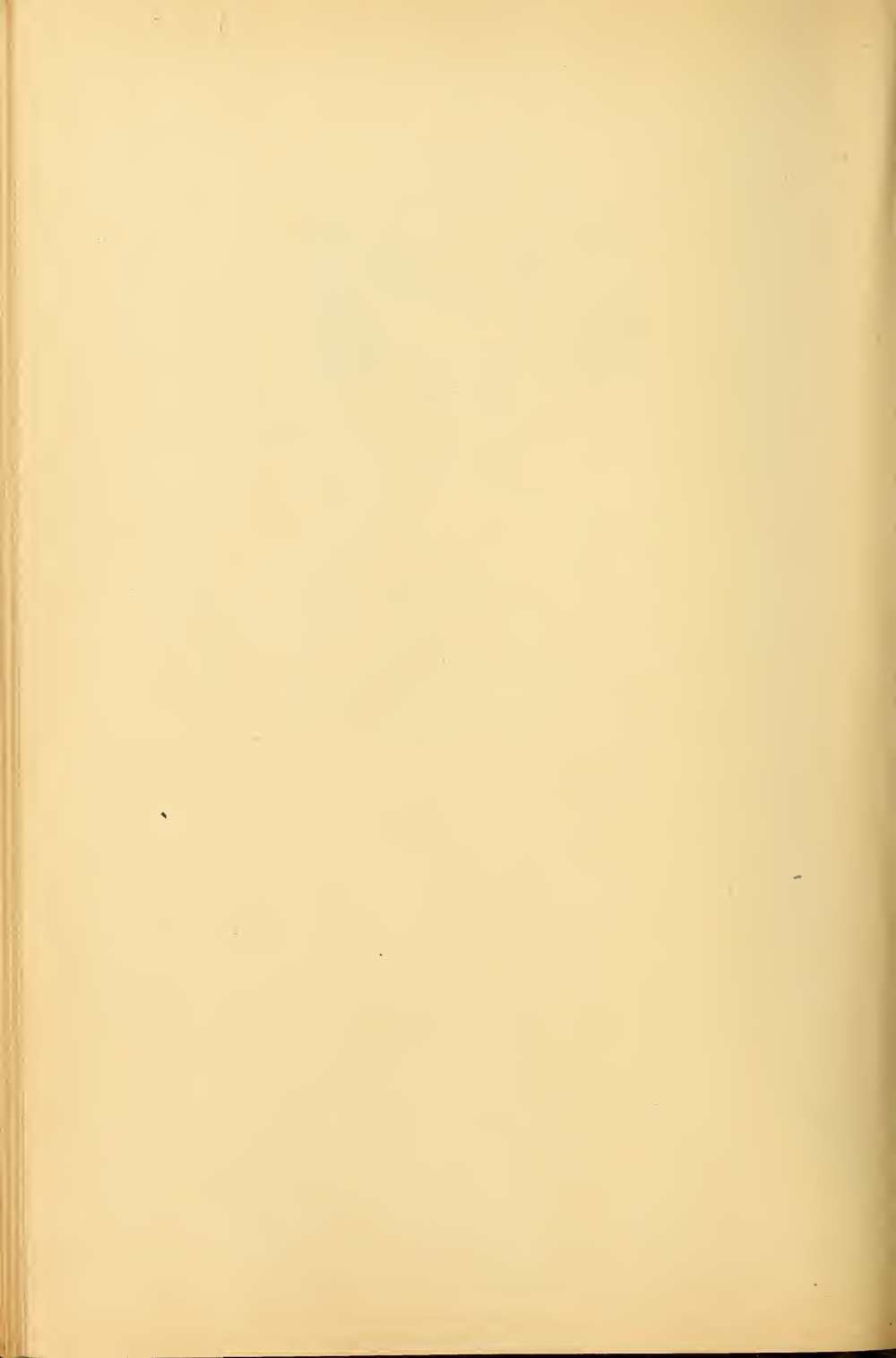
inferior liquors in fancy bottles is not in our line. We want our wines and liquors judged by the contents rather than the dress of the bottles. Our labels mean what they say—our prices mean honest value. Absolute purity guaranteed.

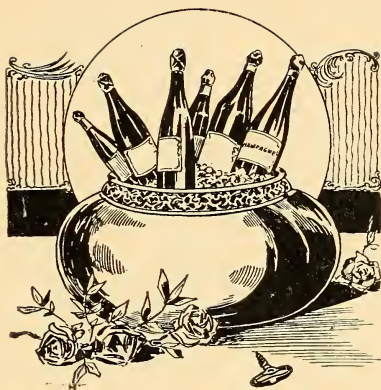




Enough

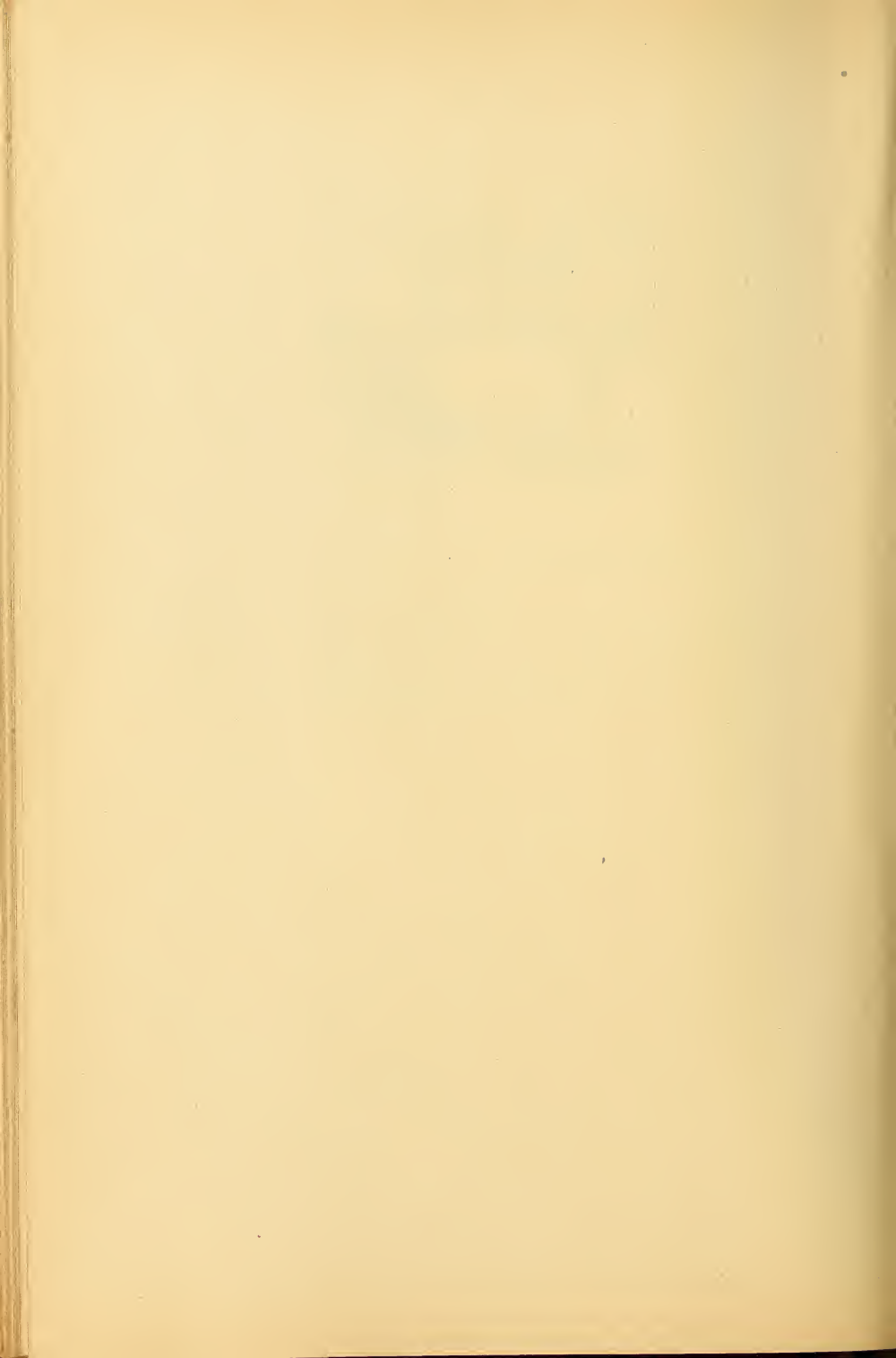
is as good as a feast, but you cannot always get enough of a good thing. To those who wish to provide against sudden illness in the middle of the night, we can highly recommend a bottle of our Superior Old Brandy or Five Year Old Whiskey. Bought in Bond and bottled by ourselves, its purity and worth are unquestioned.





Your Selection

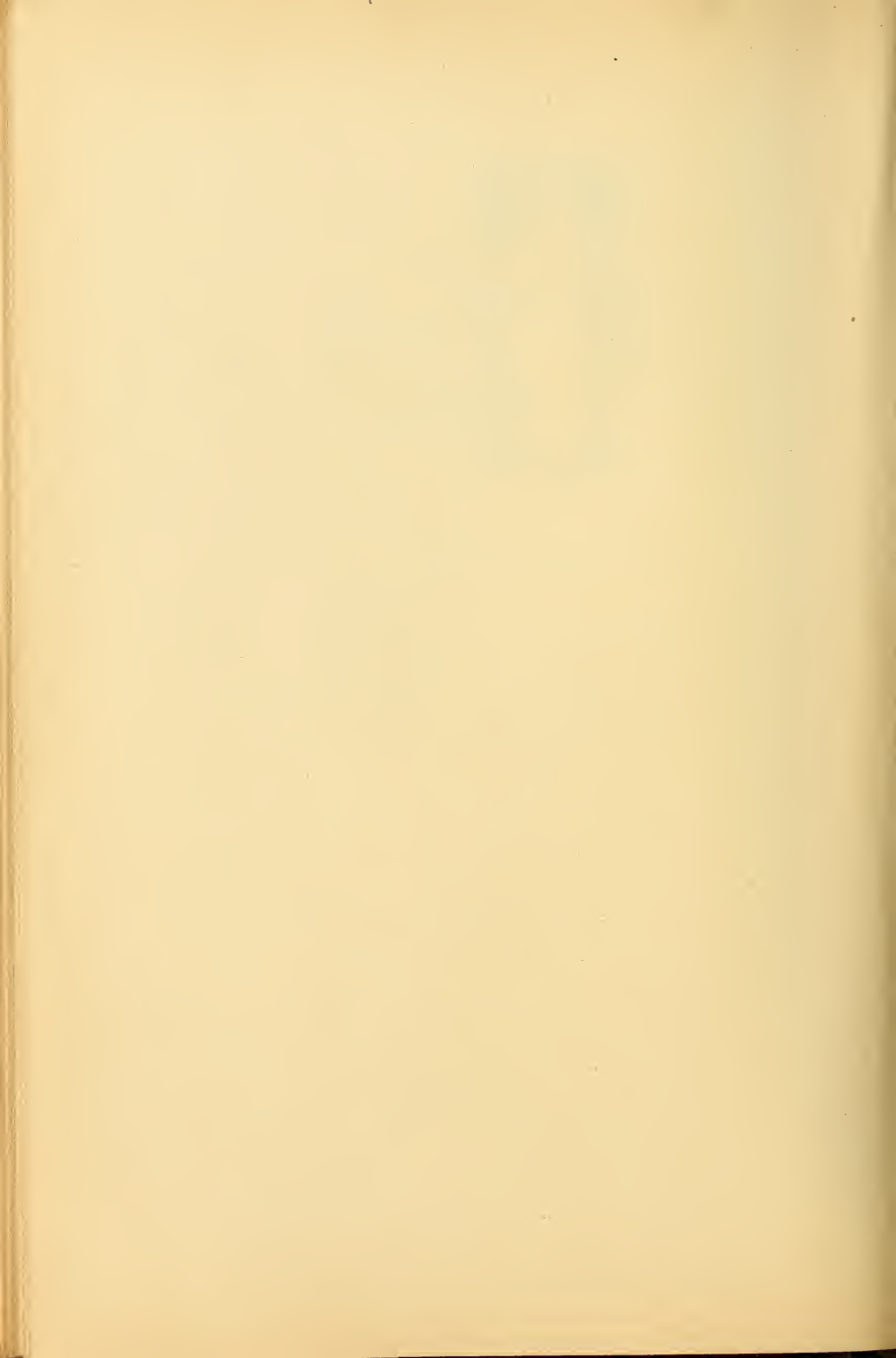
of a bottle of Sherry or Brandy would depend upon the quality rather than the cost. When you learn of a place where a feature of the wines and liquors is a combination of high grade and fair price, you will bear the address in mind.





Good, Honest Lager

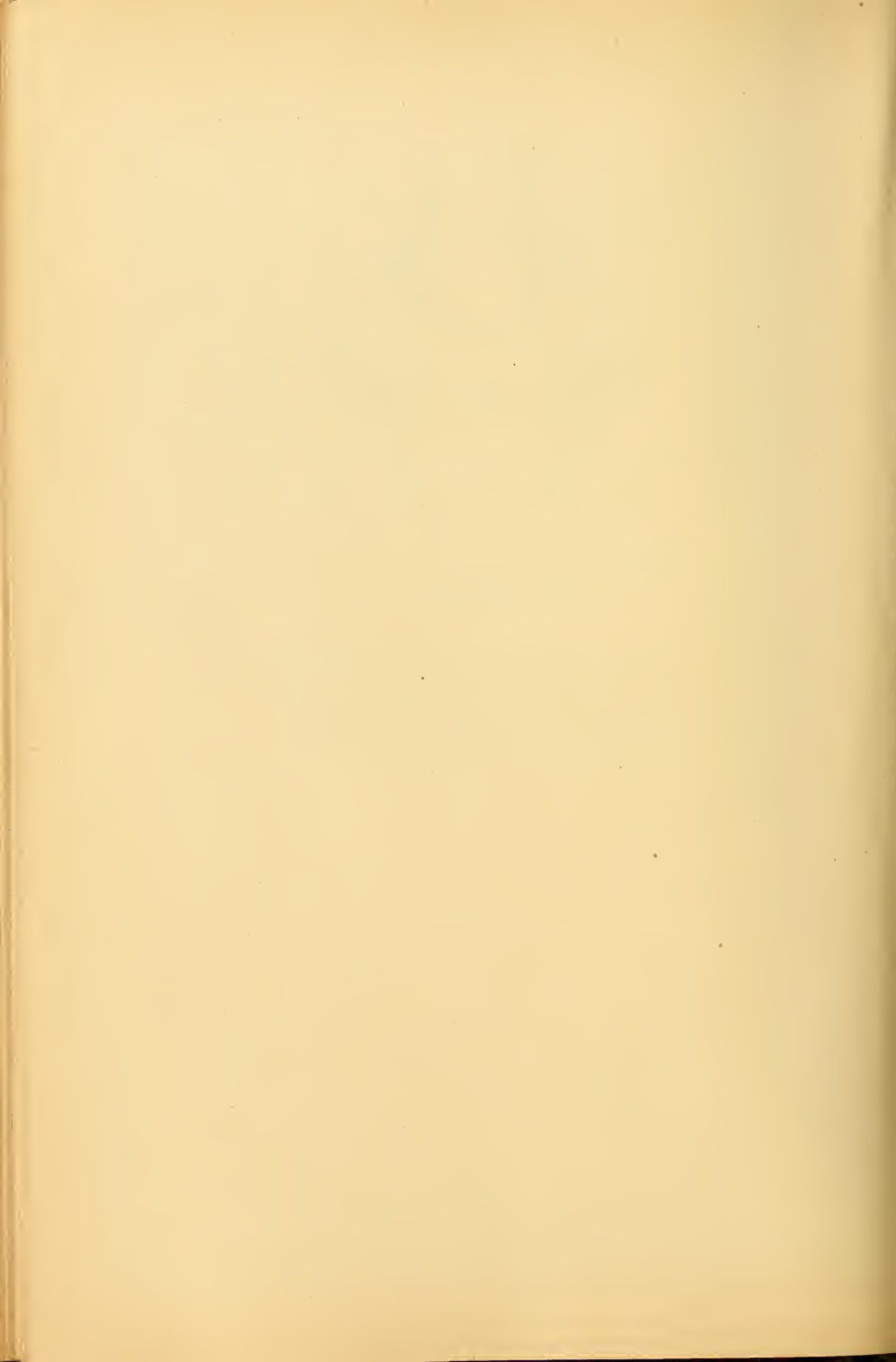
is just as healthful as the extracts of malt we read so much about. There is satisfaction in every drop, and strength and tone in every bottle of beer we sell. Bottled direct from the wood under our supervision, you will find this particular brand the most refreshing warm weather drink you could select.





**Quality Rather
Than Quantity**

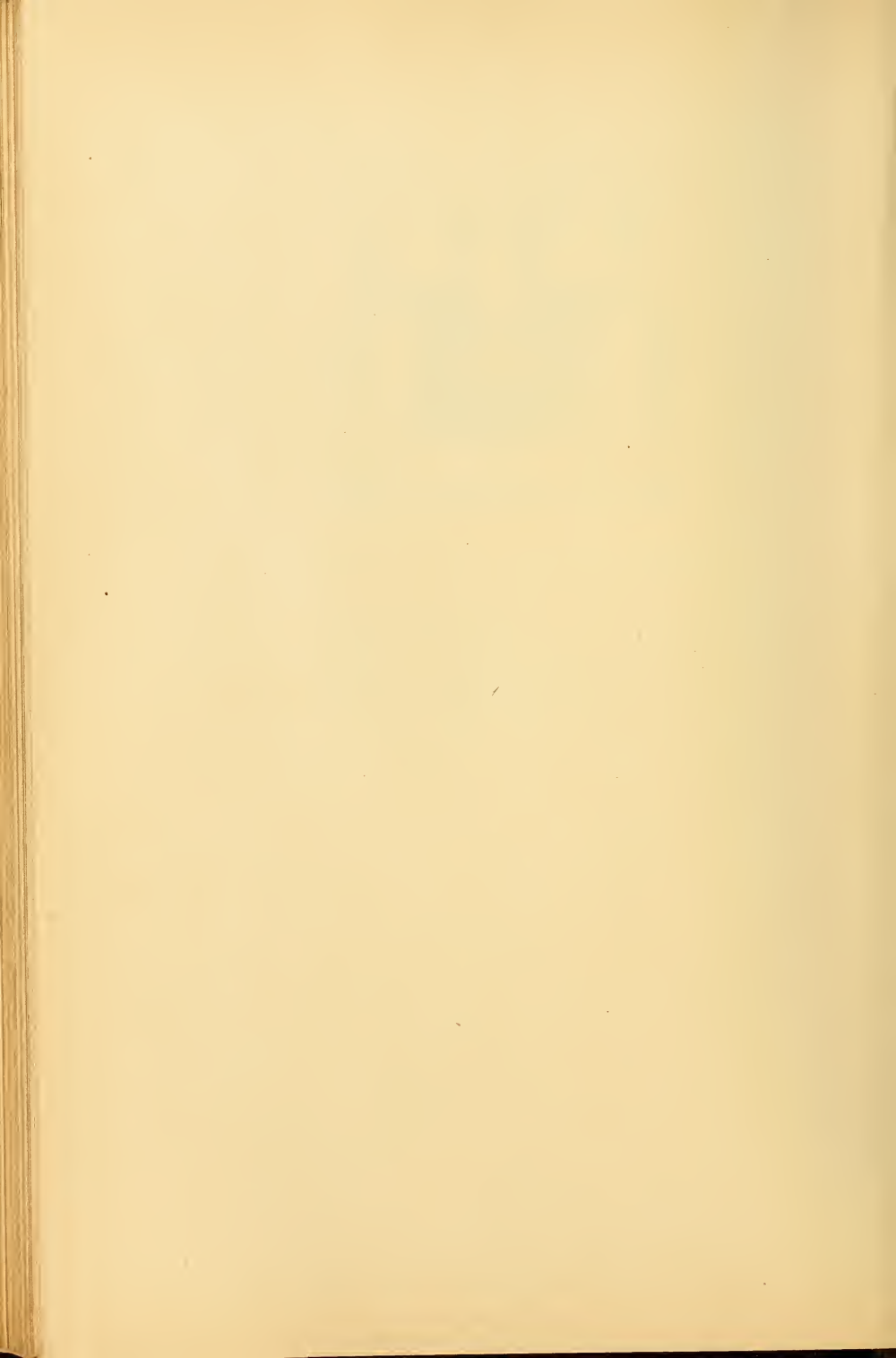
is what our customers want and quality and value is what you get when buying wines and liquors from us. Our prices are no higher than you have doubtless paid at different times for adulterated goods. Our bottled goods are highly recommended for medicinal purposes.





What We Sell

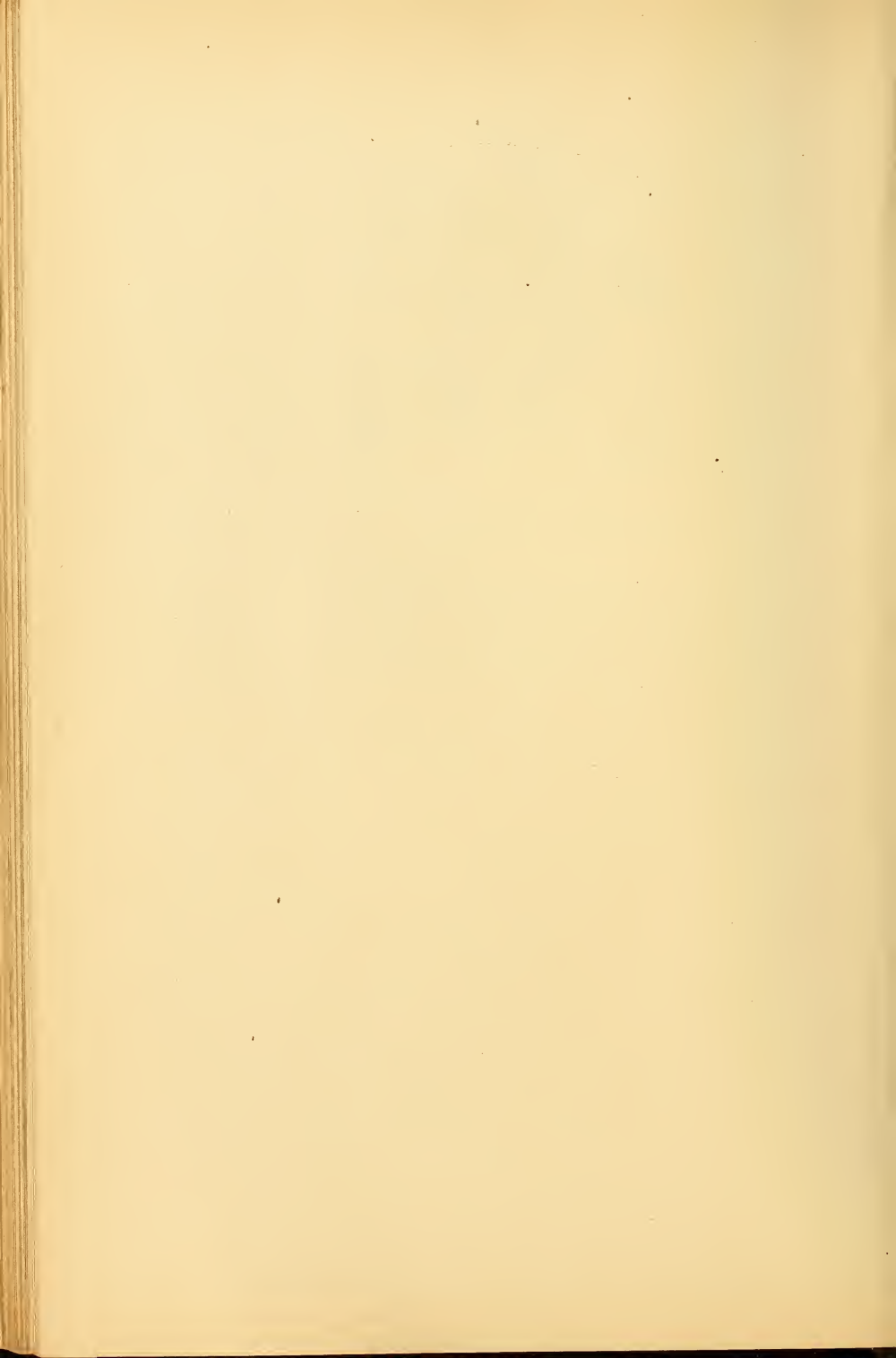
we sell upon its merits.
Quality alone is the standard by which we
want our wines and liquors to be judged.
Paying less than we charge is getting less
value, for honest goods cannot be sold at a
lower price than we are asking.





“Knowledge is Power”

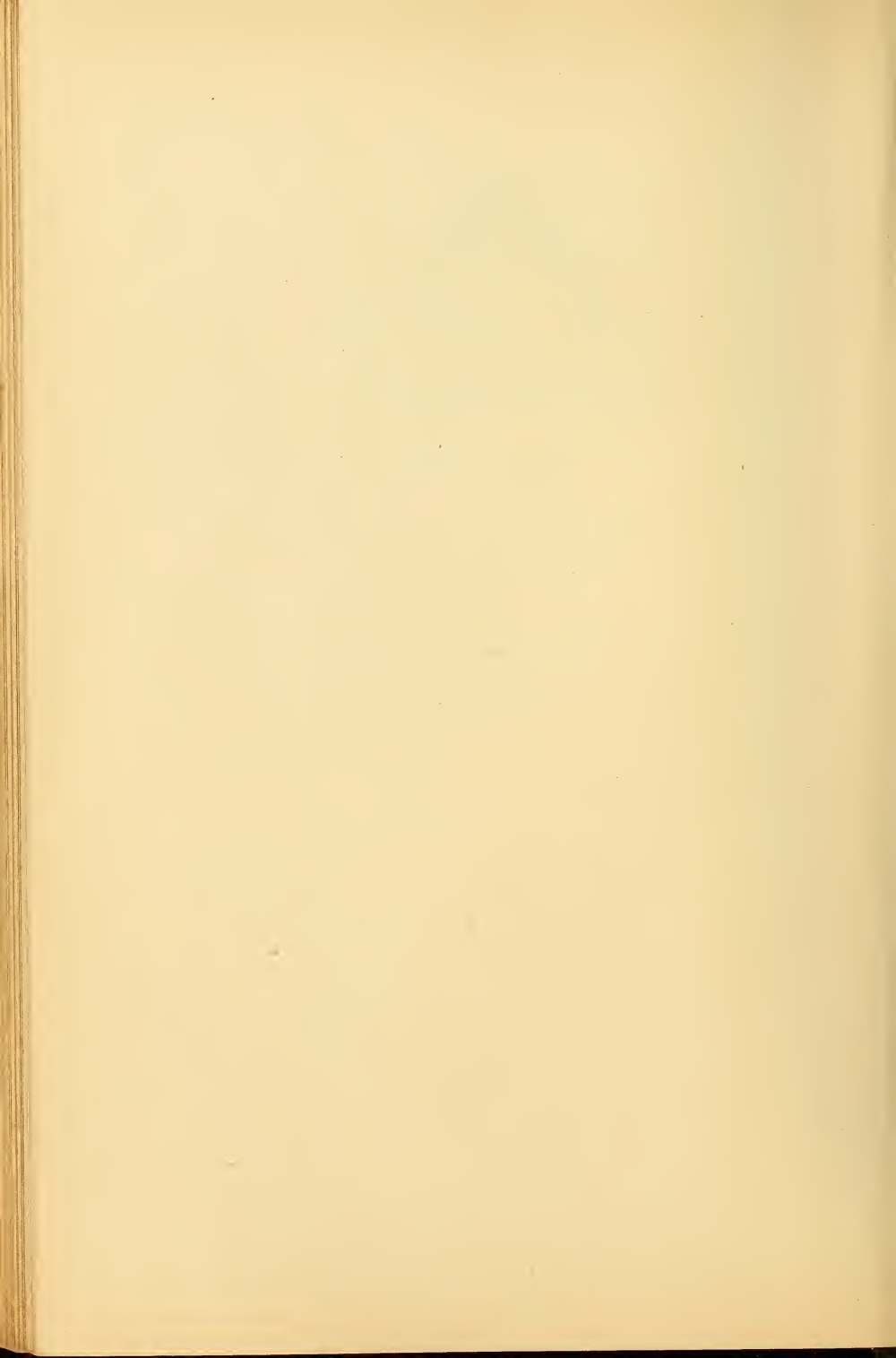
and the knowledge we have of every drop of wine, liquor or beer we sell is the power we use to convince the public of the absolute faith we have in the reliability of our goods. Guaranteed in every way, the purchaser runs no risks when he buys from us.





**Our Bottled Goods
Are Superior**

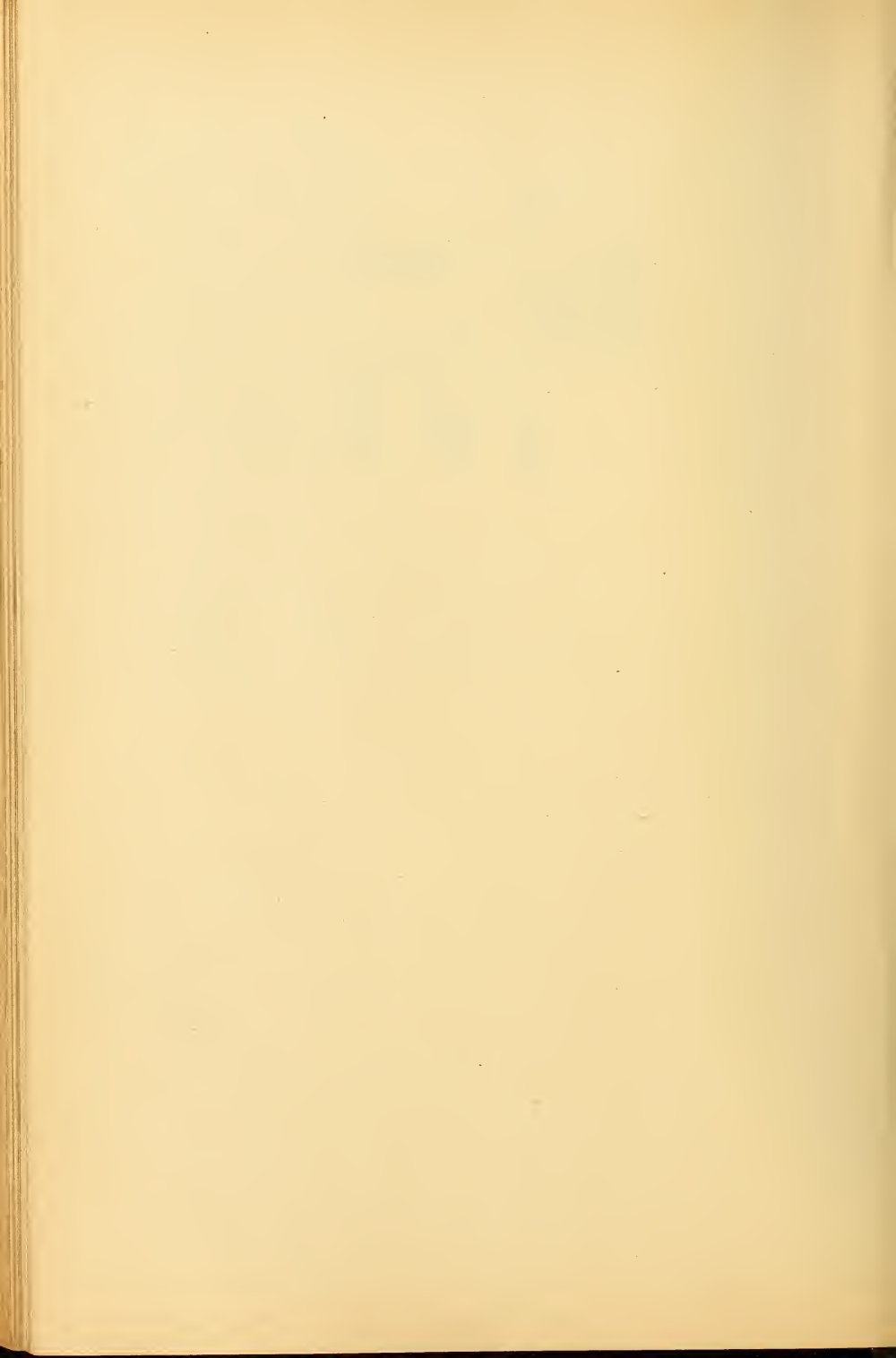
to the wines, liquors and
beers that you may buy elsewhere for the
same money. Buying in bulk and having
the bottling done under our own supervision
enables us to save expenses that the cus-
tomer would otherwise have to pay.





Full of Life and Vigor.

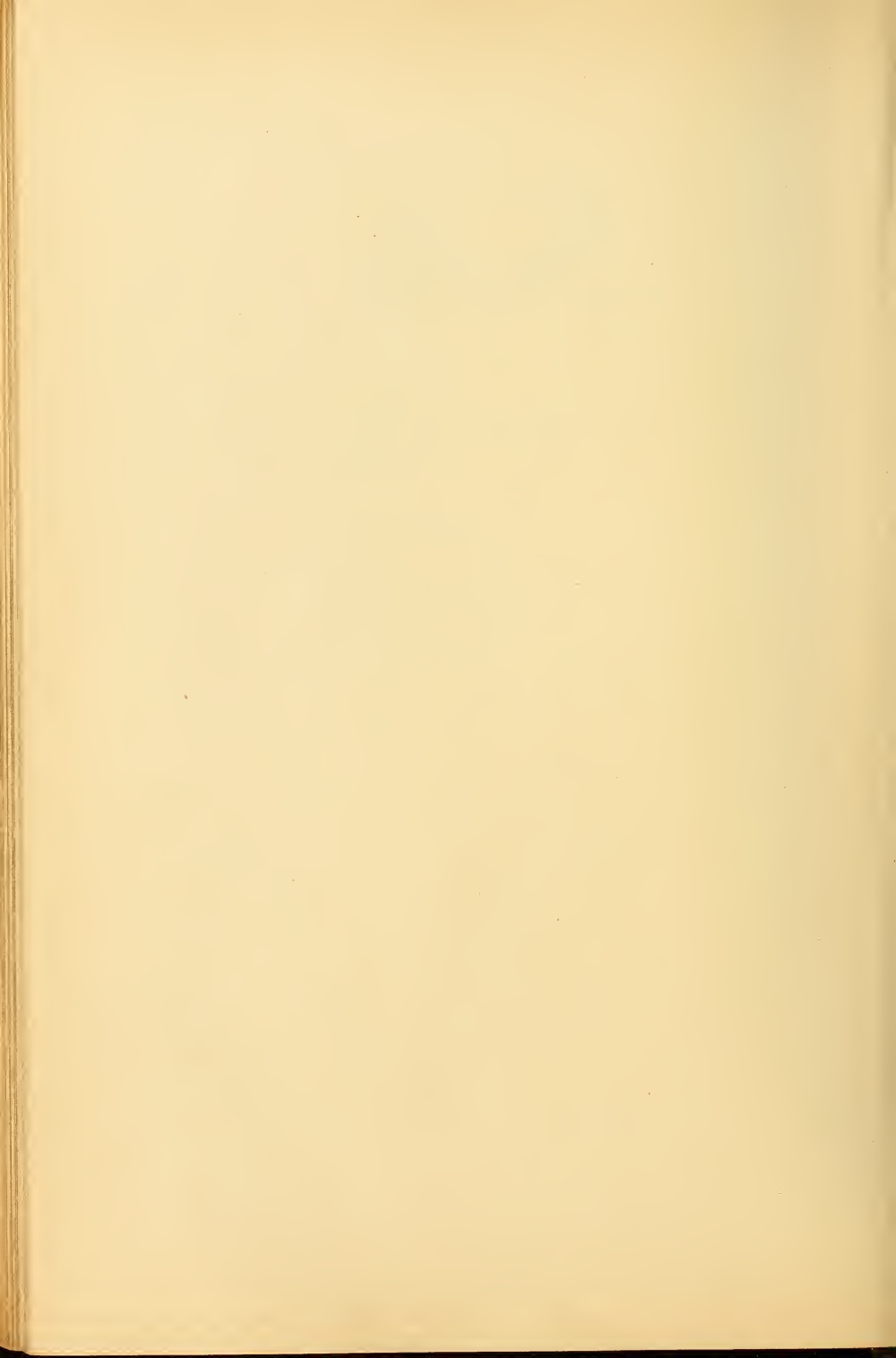
That's the sort of lager you get when you come to us, to take it as a tonic or to merely quench your thirst. Made from finest malt and hops, guaranteed for its perfect purity, and an honest muscle maker as well as a bone builder.





You Risk Your Health

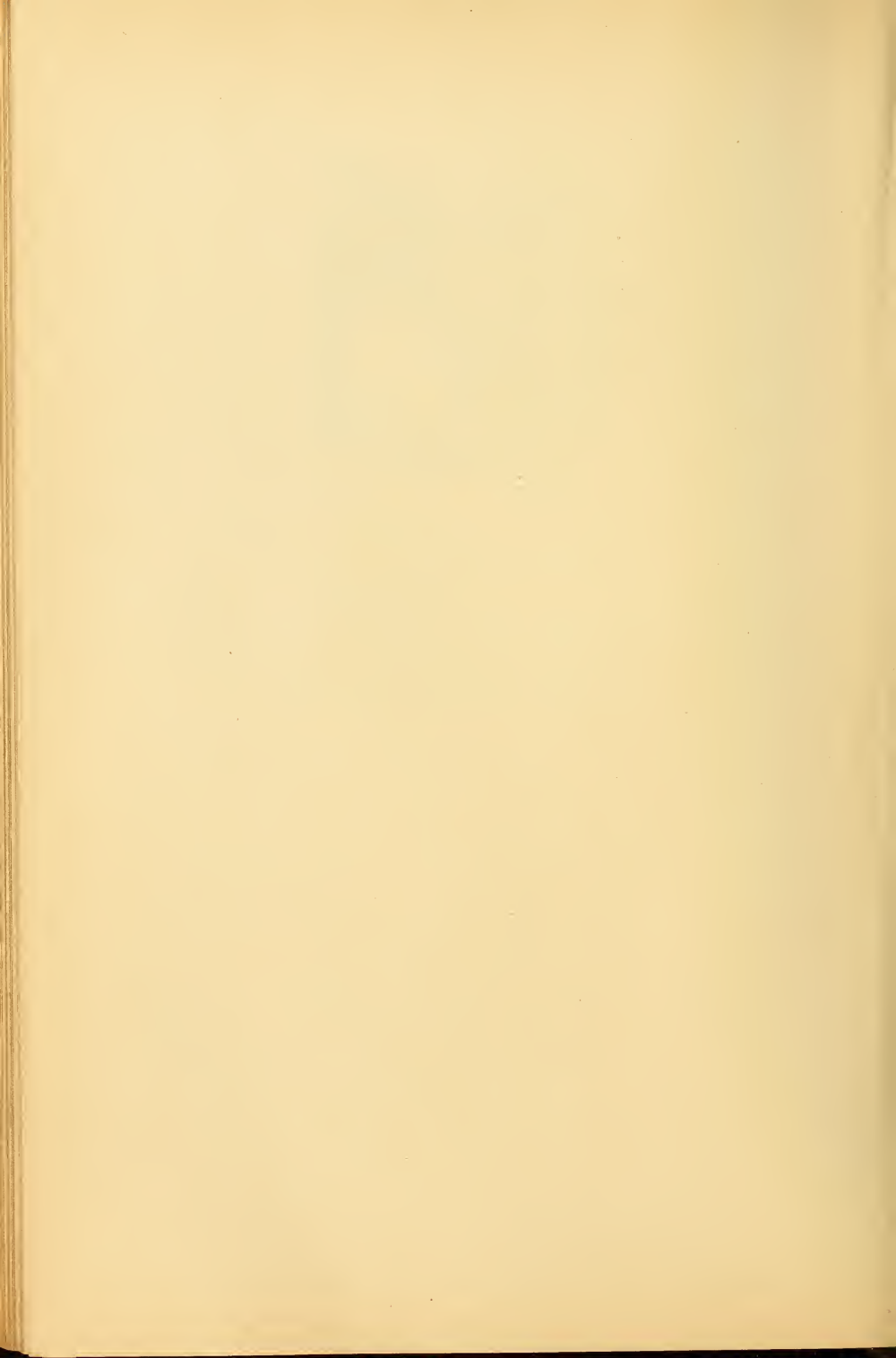
when you slight quality in favor of quantity in the purchase of wines and liquors. Buying here will warrant your feeling that you obtain as good as can be bought and your purchases tell you that we give you as much for your money as fair and square dealing will allow.





We Have No Leaks

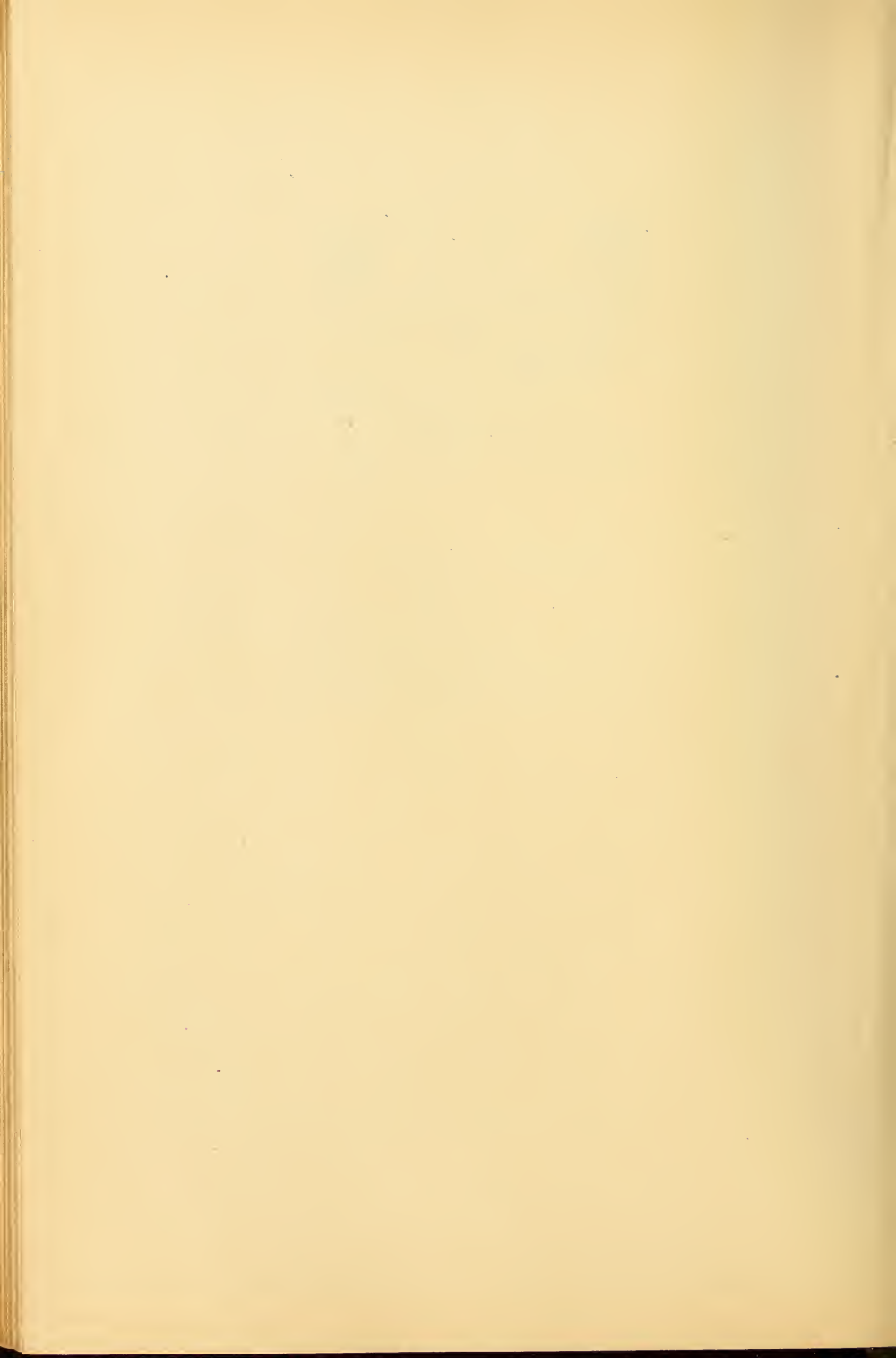
to provide against—no useless help to pay, at the customer's expense. Every drop of what we sell you represents your money's worth, and each bottle of wine, liquor or beer you buy is priced as low as honest goods can be honestly sold for.

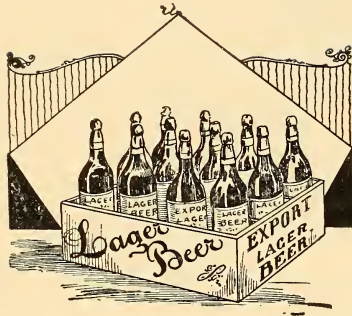




**You May Rely
Upon Our Liquors**

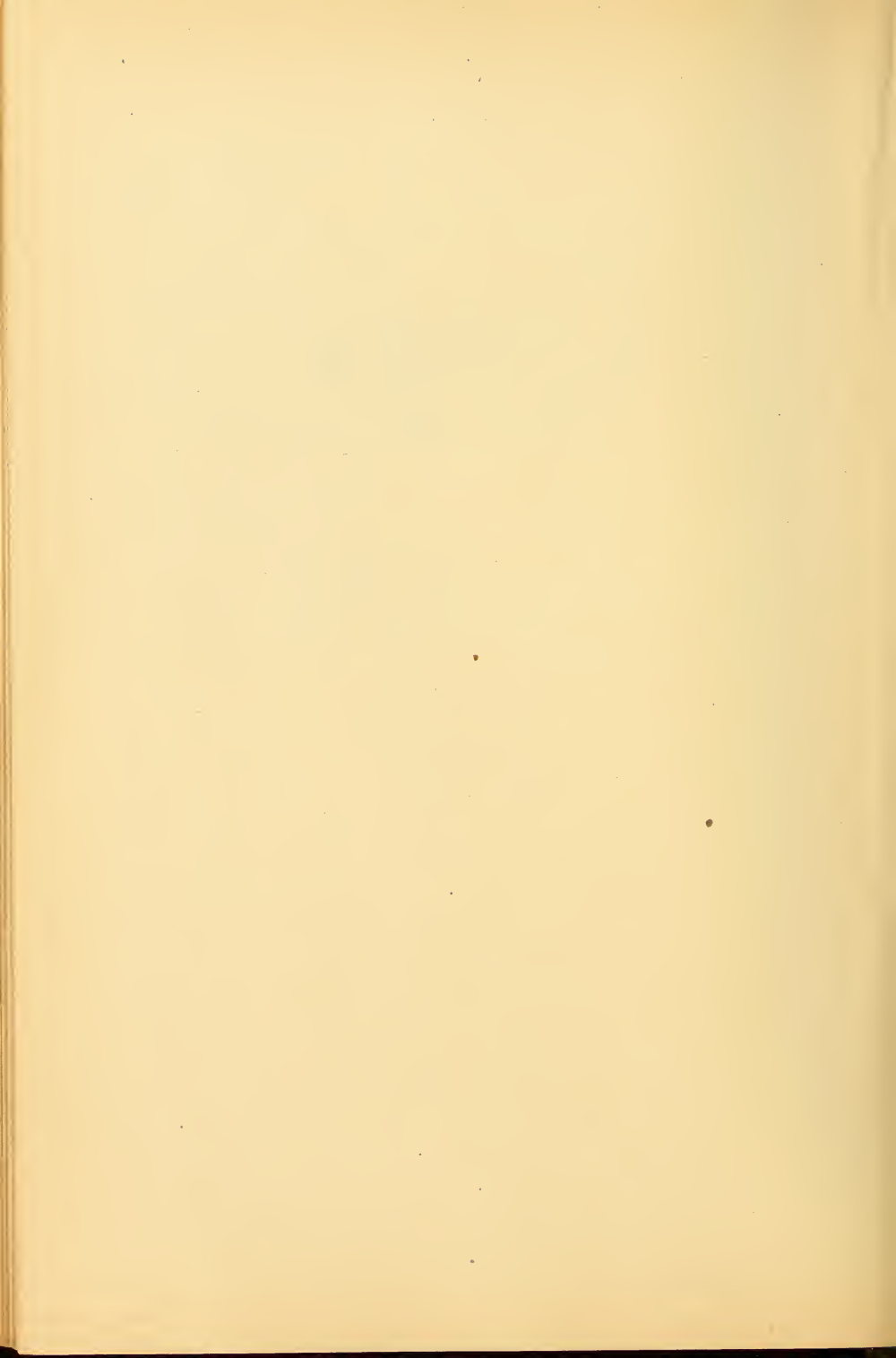
being what the labels say they are. We do not believe in having one quality for display and another quality for our customers. Those who pay for what they get are entitled to receive just what they pay for.





Good Beer

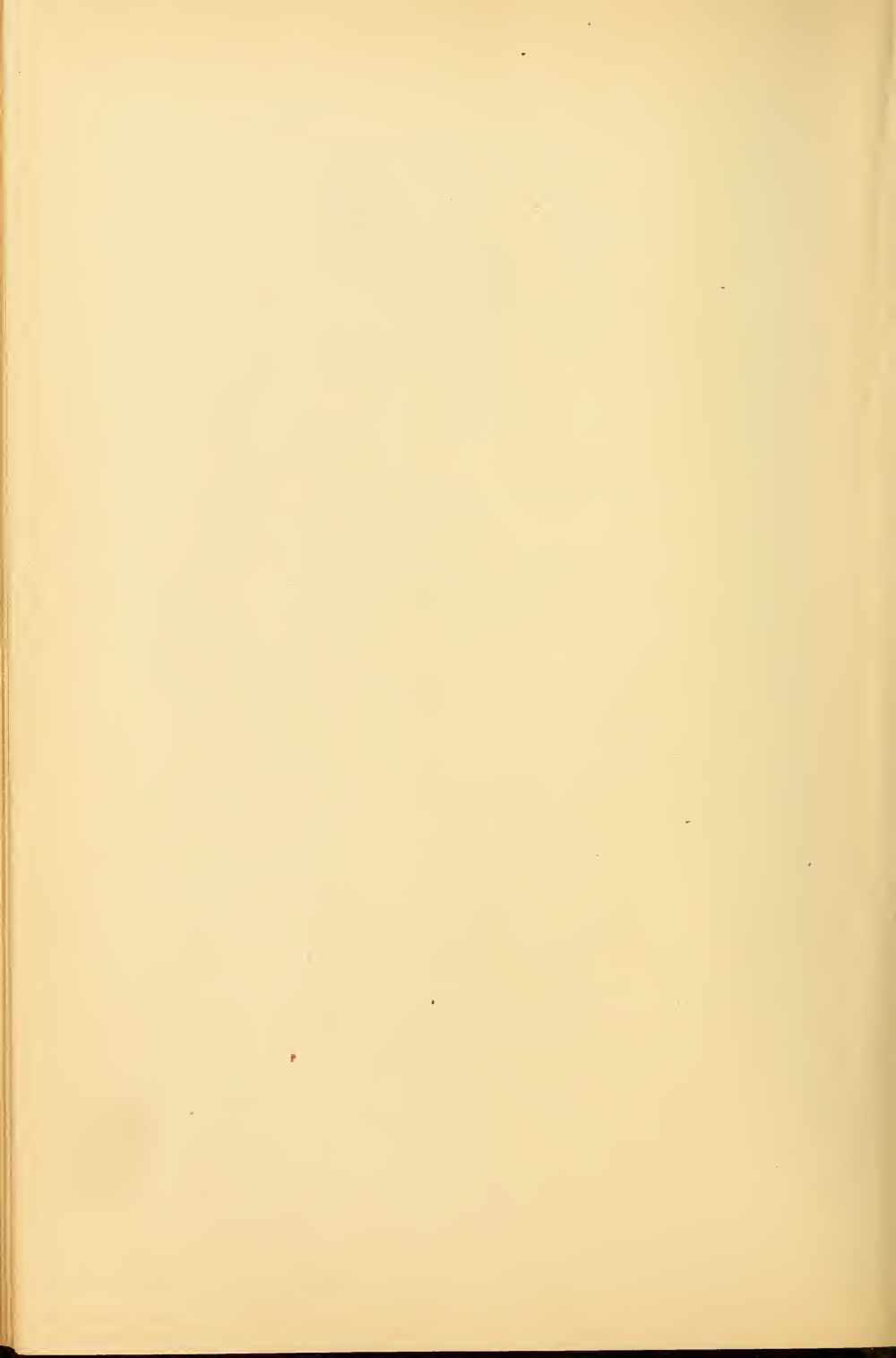
is a refreshing and wholesome drink. There is as much difference in the quality of beer as there is in wine. The beer we sell is made from good fresh hops and malt. It is full of strength giving qualities.





The Question of Beer

seems a very simple one, and most people think that "beer is beer." That is a mistake. There is as much difference in the quality of beer as there is in anything else on the market. If you want good, pure beer, order it from us.





Good Health

is to be found in good beer. Come to us if you want both. Only the purest materials are employed in the manufacture of the beer that we sell. If you try it once, you will be a steady customer. It is the kind of beer that puts life into you.

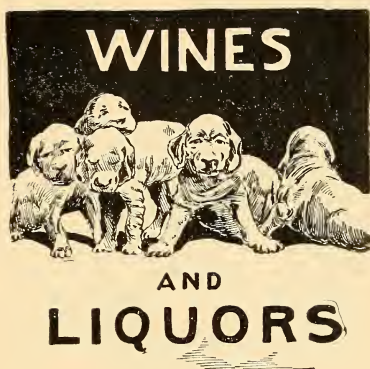




Open A Bottle

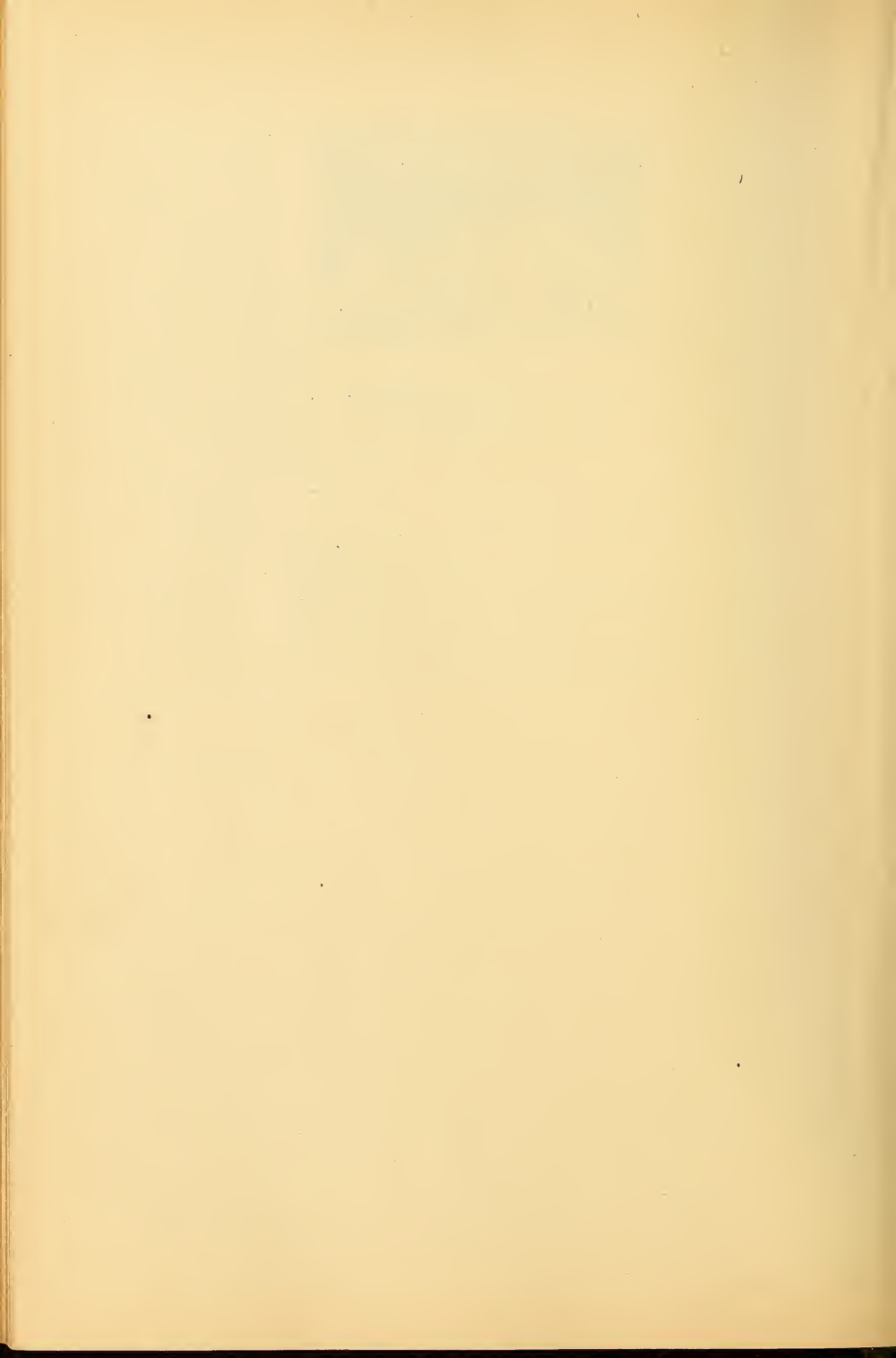
of our wine and take it
with your dinner. It will do you good. It
can't help but do you good when it is abso-
lutely pure. If you want that kind of a
wine, come to us.





Be On Your Guard

when you purchase wines and liquors. See that you buy from a reliable house—one where only the best is sold. Poor wine will do more harm than good. If you want the best wines and liquors, get them from us. For medicinal purposes our goods have no equal.





Full Of Life And Vigor.

That's the kind of beer to get, and that is the kind we have. When you are tired a glass of our beer will brace you up. It acts like a tonic. There is strength in every drop.





Beer That's Really Good

isn't so easy to get.
Watery beer—beer that's weak with soap-
suddy foam—unpleasant to the taste, is com-
mon. Ours is uncommon beer—strong,
pleasant, invigorating.





The Purer The Beer

the more refreshing and
invigorating it is. Beer is one of the best
tonics ever known. That is, if you buy it
pure.





**A Pleasure
To The Thirsty**

man is a glass of our
sparkling, refreshing beer. Made as beer
should be made it enlivens you and strength-
ens your muscles.





The Greatest Friend Of Humanity

is that which makes men forget their cares. Good wine brightens up the sorrowful and throws a rosy tint over all our prosaic life. Good wine is a tonic—hurts no one.





Makes All Hearts Glad.

The wines and liquors we sell are so pure and delicious that they brighten you up without leaving you with a sick headache the next morning. Good wine is not always expensive.





Ye Golden Days

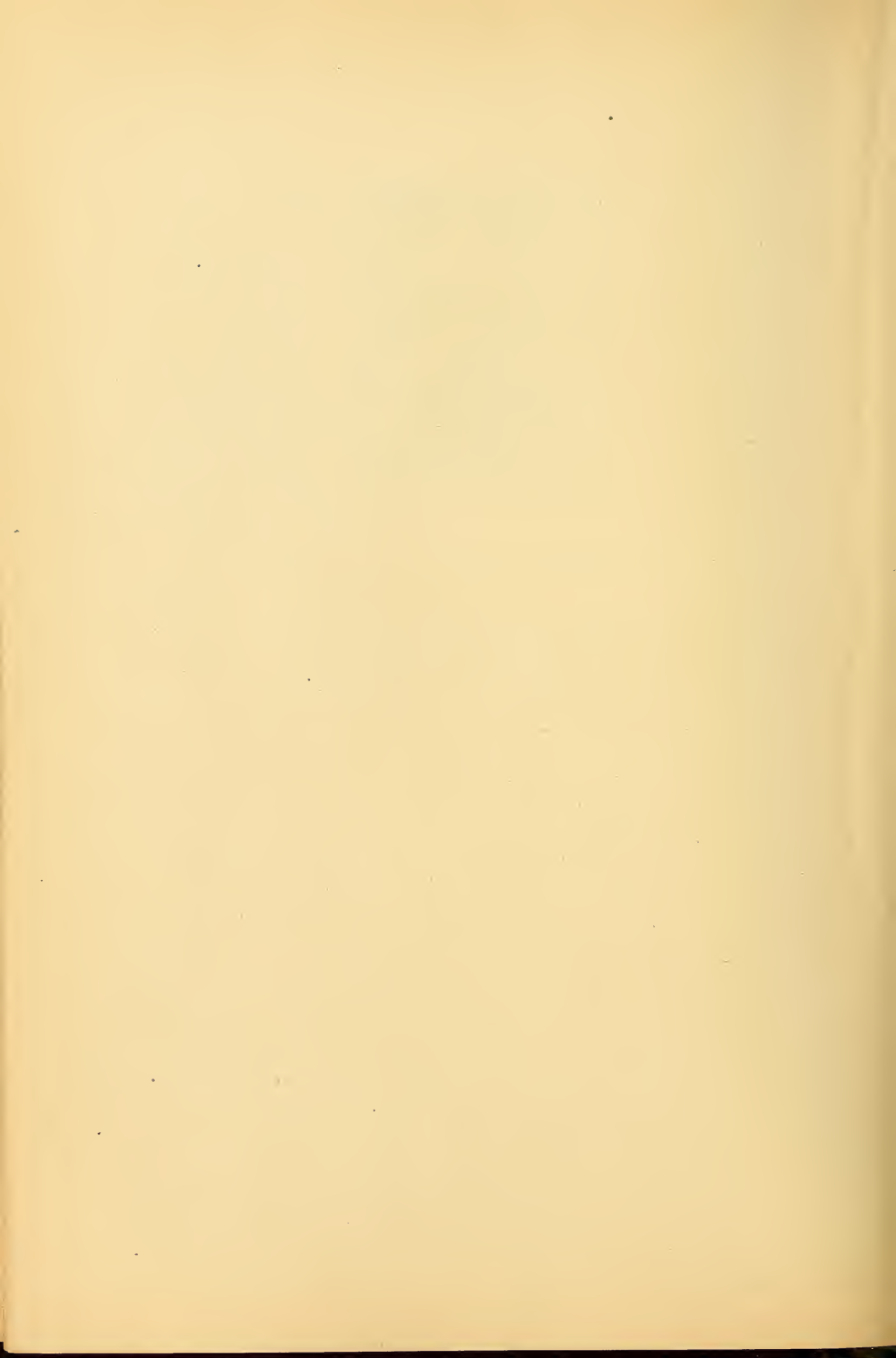
of comfort and cheer
are always present in a house where good,
pure wines are on the dinner table. Wine
cheers the heart, eases the body of pain,
builds up its tissues and mellows the soul.





The Value of Wine

to consumers consists in the pleasure which it gives them, and that depends upon the purity and richness of the wine. We believe in keeping up the standard of every drop we sell, not of a few special brands only.





Bear in Mind

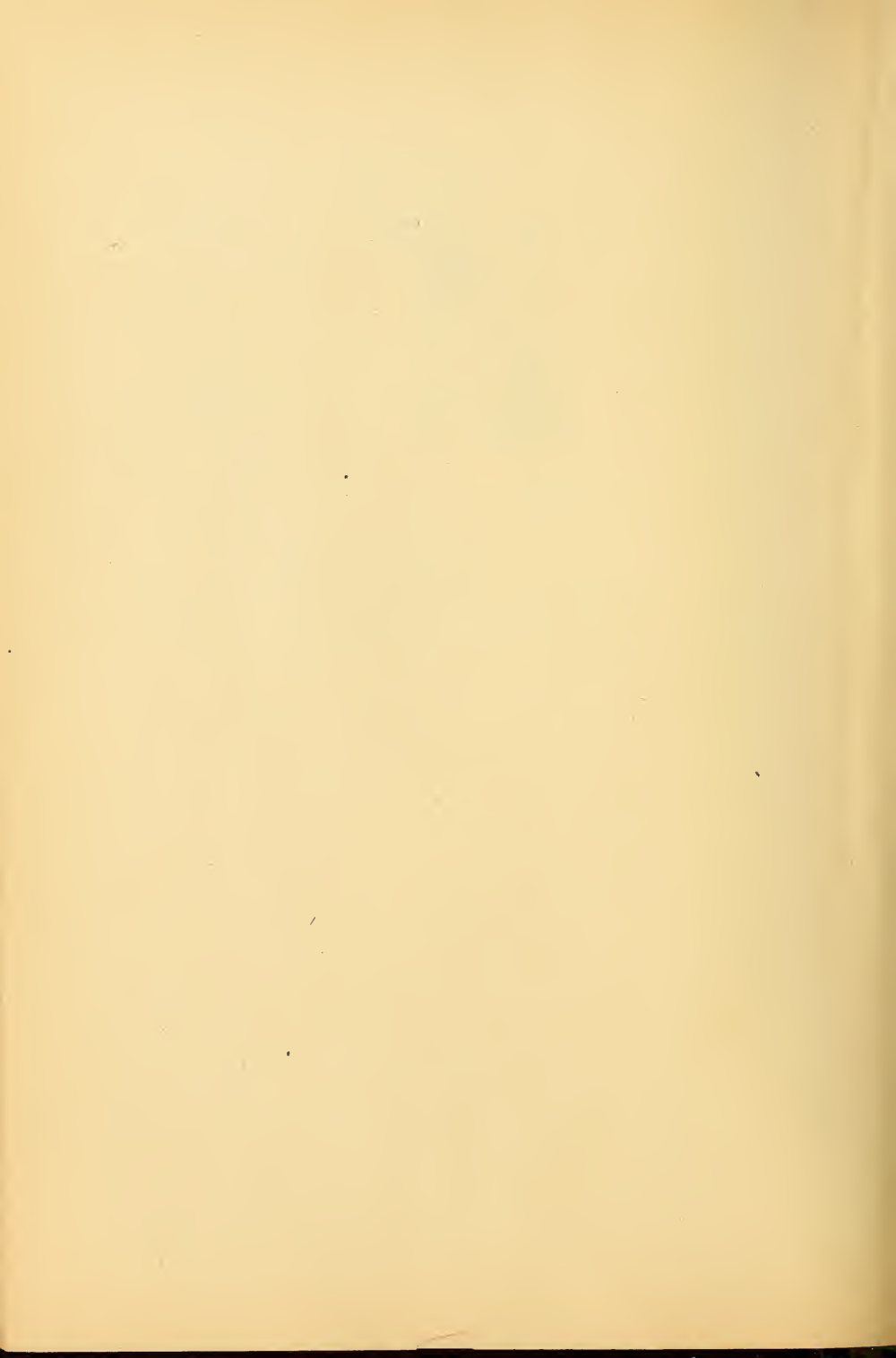
that labels do not always tell the truth and that as it is a rare man who possesses the faculty of telling the different qualities of Port or Sherry, it is advisable to buy wines and liquors where you know that the labels are true indexes to the contents of the bottles.

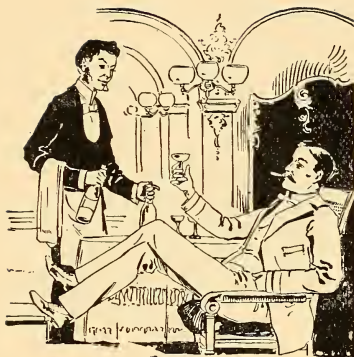




Good Wine

has toned up thousands of run down systems so that they could stand the strain put upon them ; good wine has saved lives ; good wine is always beneficial, and this is the place to get good, pure, unadulterated wines and liquors at moderate, right prices.





Dry Drinks are Wettest.

The dryer the wine the better it quenches thirst. It's the dry wines that decide the grade of any wine stock. You'll find us particularly strong in dry Sherries, Rhines and Champagnes.

Good sweet wines as well—Madeira, Port, Tokay, Champagne.

Every good kind of whiskies and liquors.





“Tips.”

The word “tip” means different things in different places. In a barber shop or a restaurant it is “a gratuity” given for extra good service. Another kind of a tip is a “straight tip.” That is a bit of friendly advice and that is what we are giving you when we tell you to try a few bottles of our fine old——

(Fill in name of whiskey you sell, or port wine, or any other item you wish to push.)

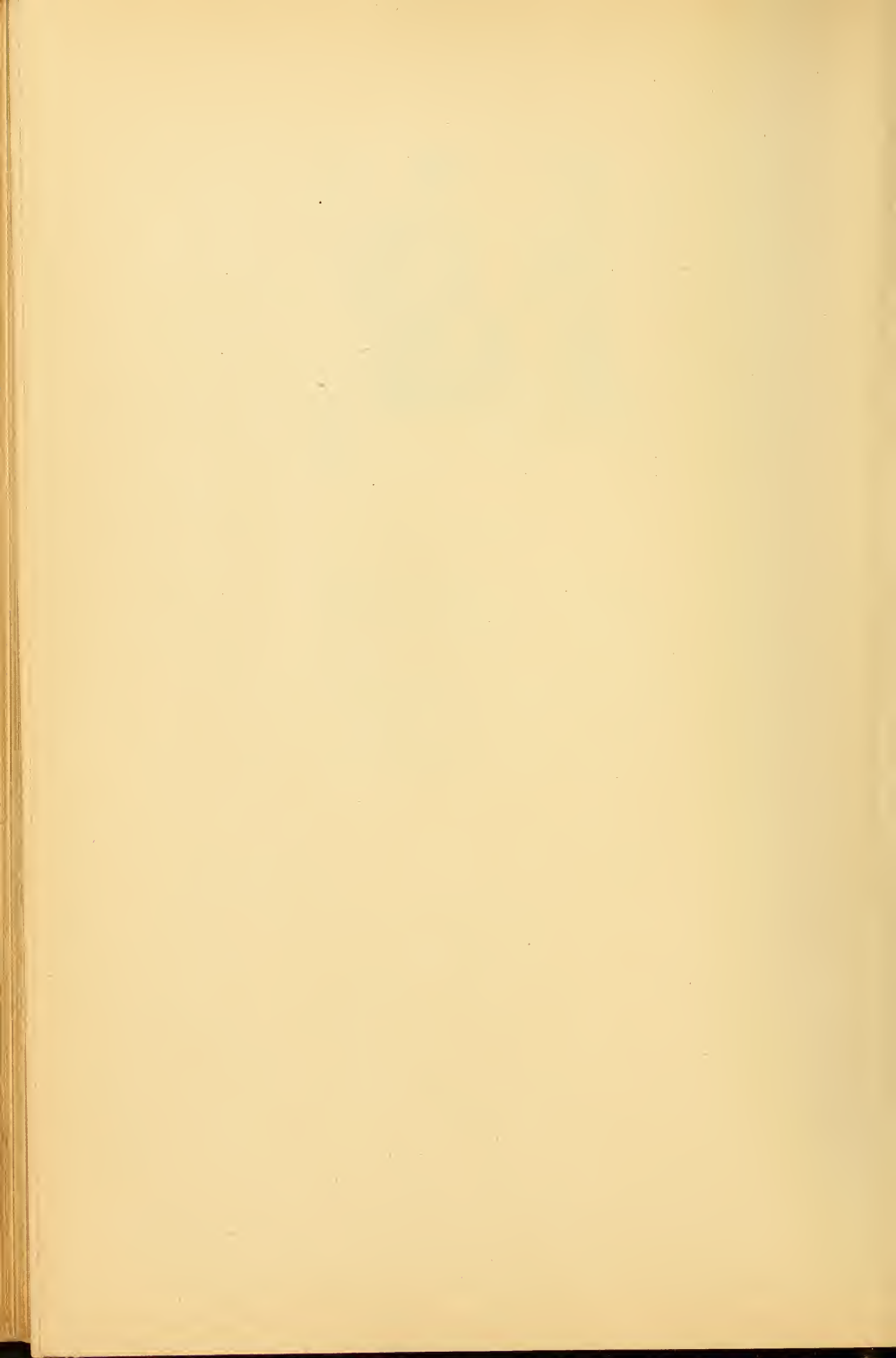




Wines for Home Use.

Our wines and liquors are all selected with a first thought to their purity. No price is ever low enough to tempt us until we have tested the perfect purity of every lot.

Doctors know this and many of them in prescribing wines for their patients tell them to "Get it at ——."

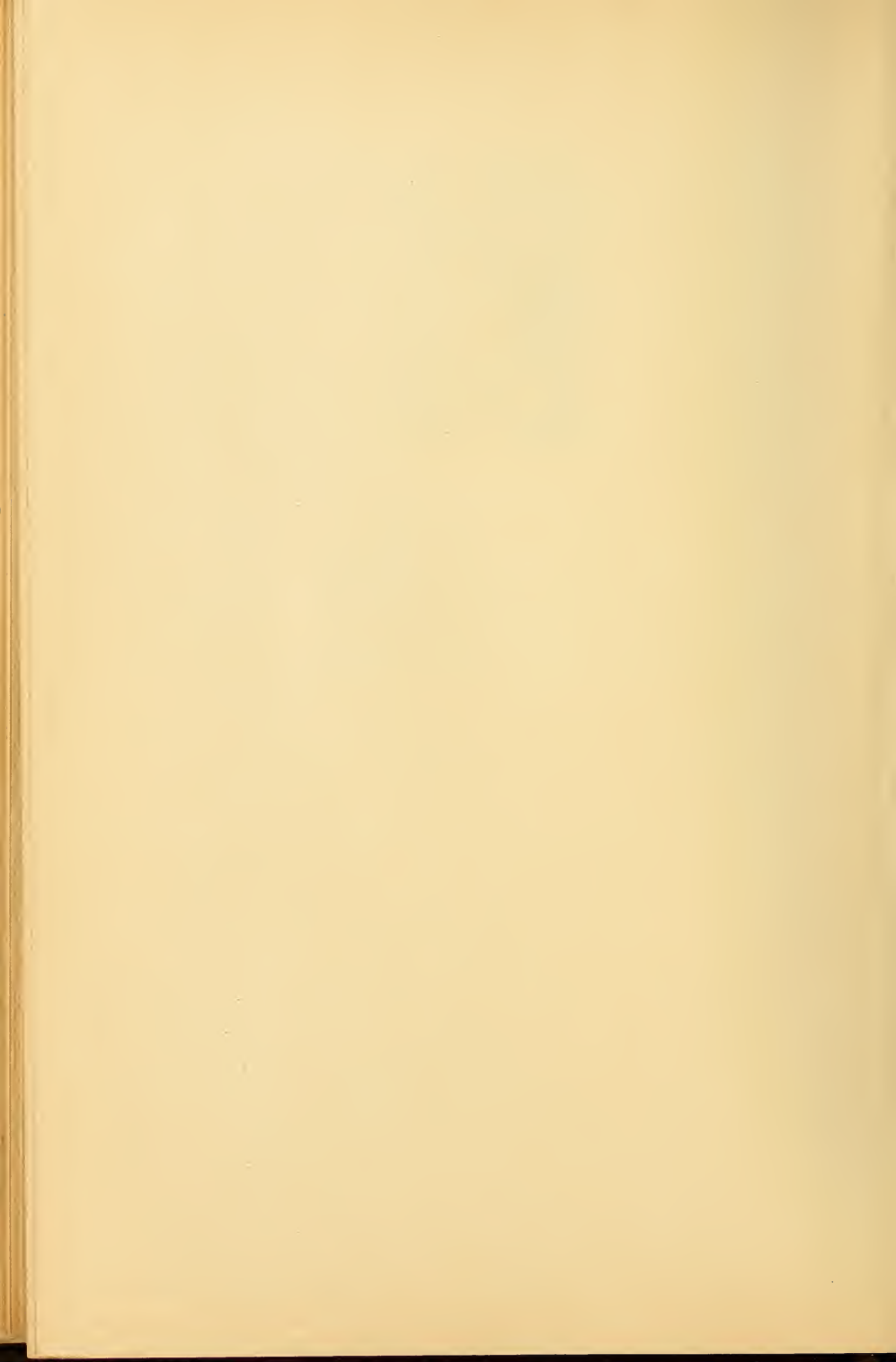




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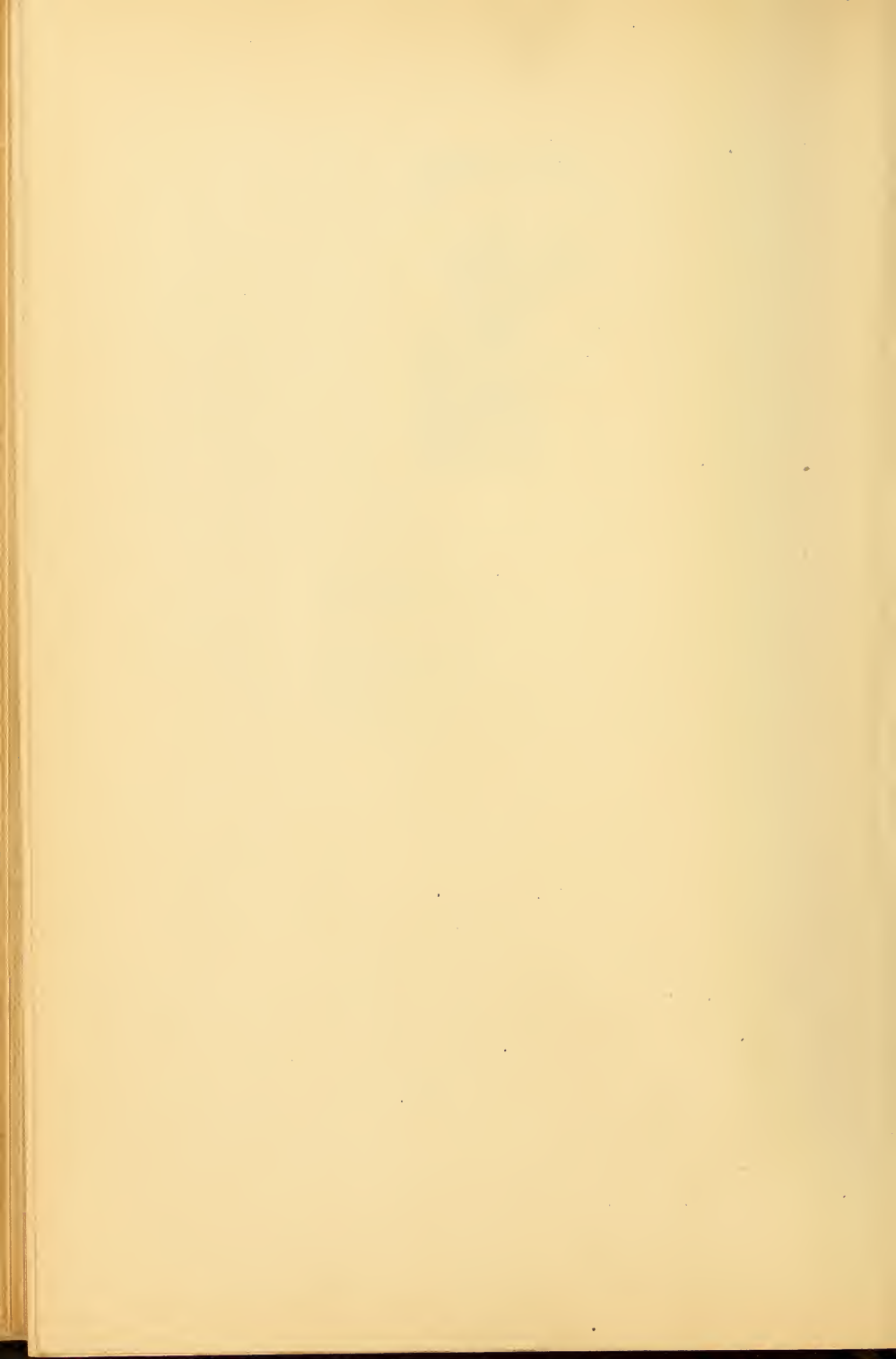




A Good Servant

and one that should always be within reach, is your little private stock of wines and liquors.

If you buy of us, you know you get the best. We handle only the purest and most wholesome, and nothing can get upon our shelves that is not fully up to our high standard. Don't take any chances—impure liquors are very injurious.

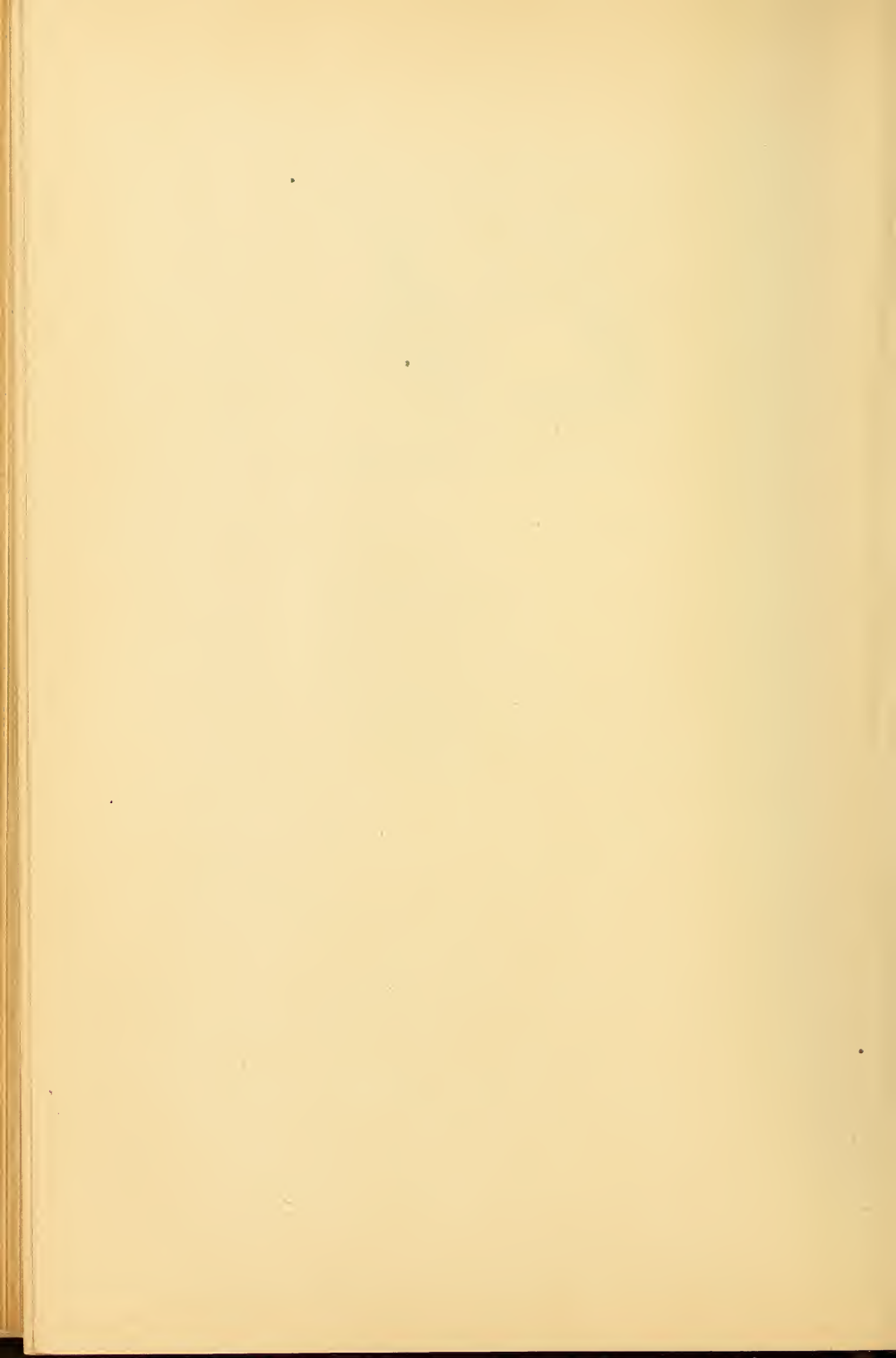




What You Drink

affects your health if it is not the best and purest. What is your favorite drink with your dinner? Don't buy it wherever you happen to see it, but come in and tell us what you want. We'll give you the best there is in the market, by the bottle or the dozen, at a price that will make it all the more palatable and enjoyable.

We have made special preparations for your holiday table. Put us on your "must-be-attended-to" list.



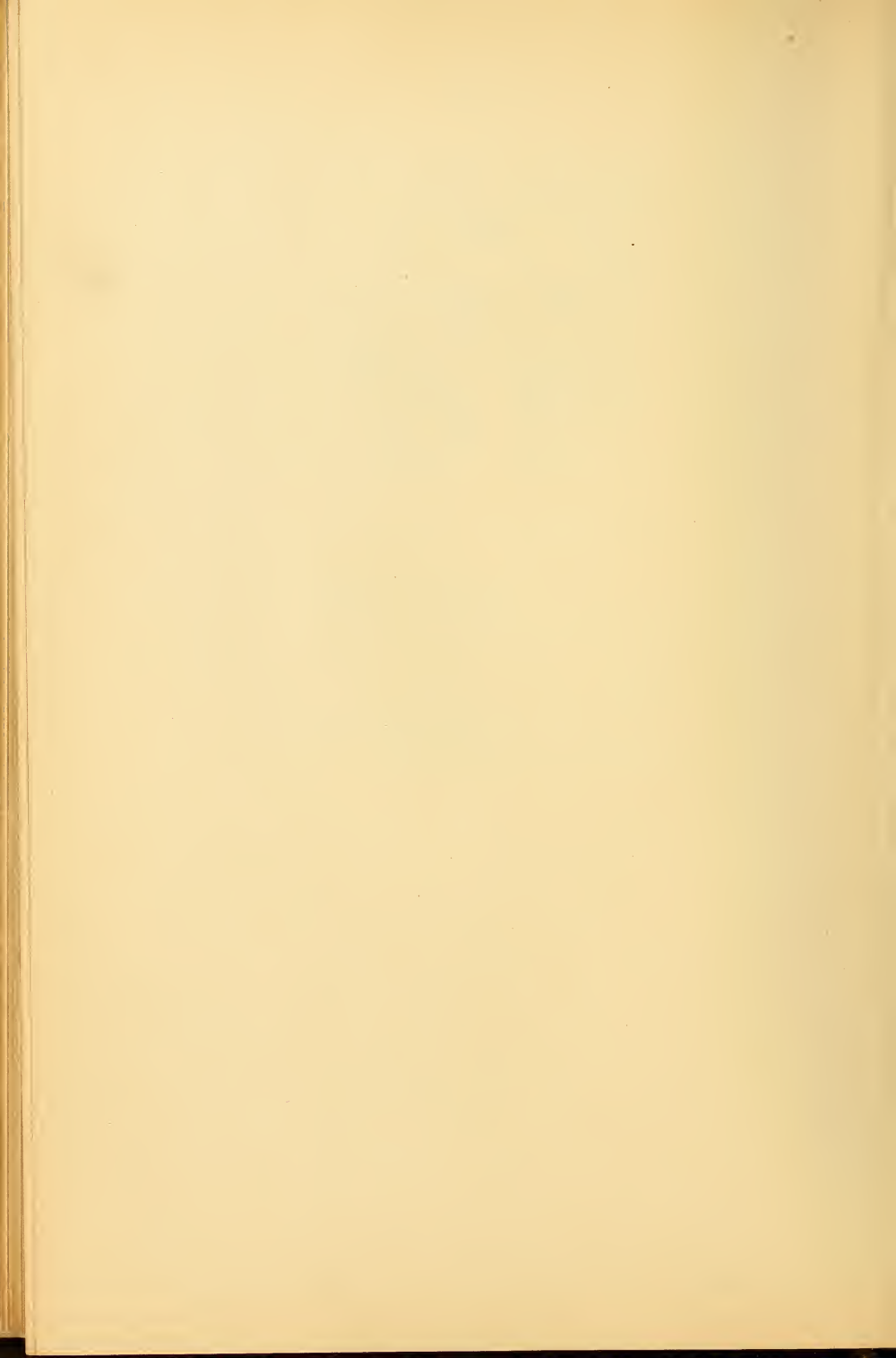


Statistics Show

that for every thousand gallons of whiskey produced in Scotland, six hundred gallons of "Genuine Scotch" are consumed in Great Britain, six hundred gallons in Europe and six hundred gallons in America.

Figures don't lie but some people do.

When you buy Scotch whiskey or any other liquors here, you get just what you call for—genuine, pure and unadulterated.



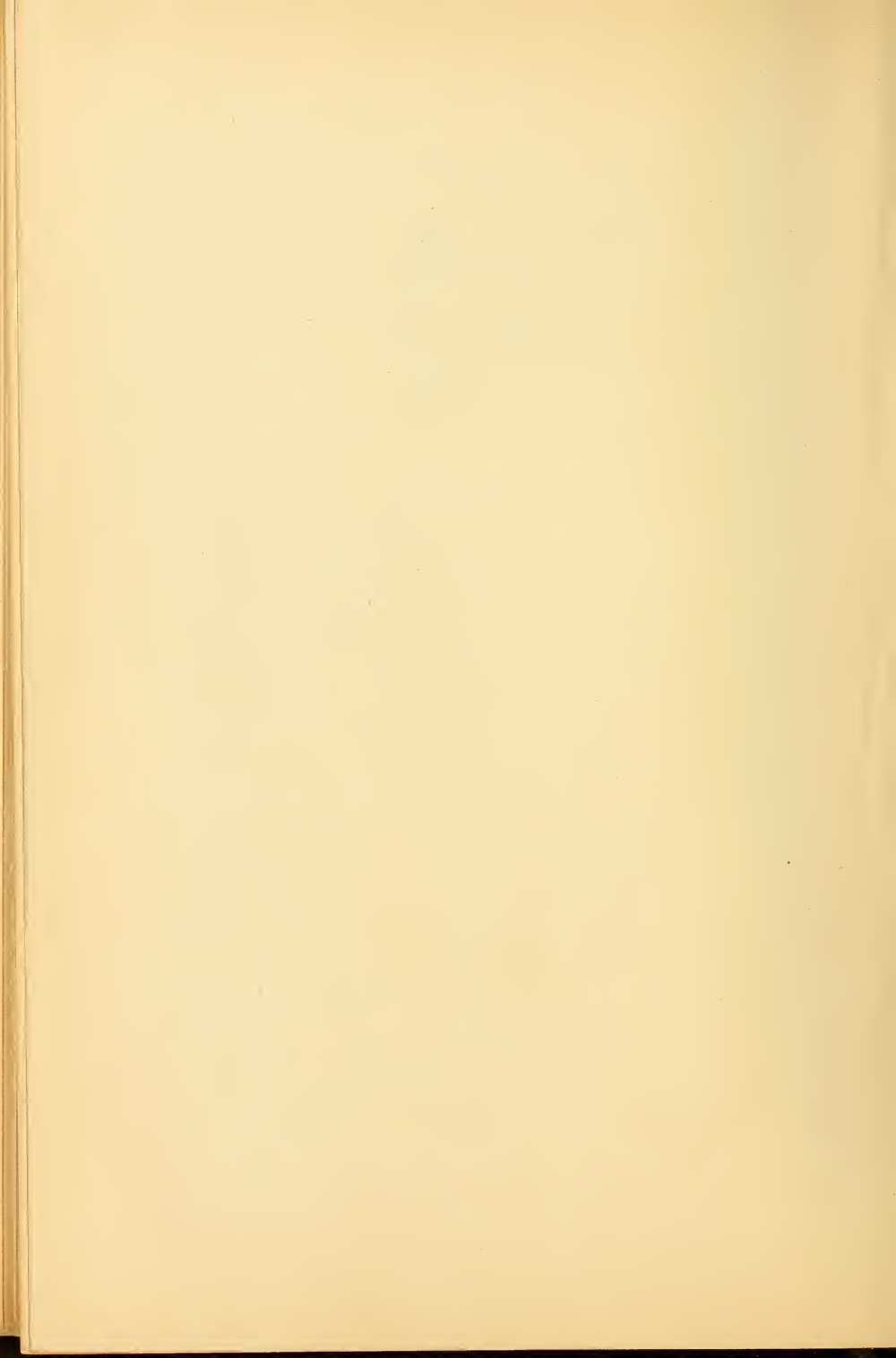


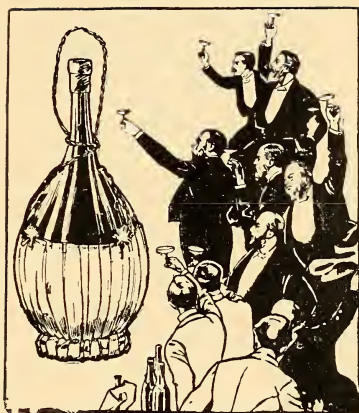
Wasting Good Wine.

Every now and then some actress advertises herself by claiming to take a champagne bath. Much of the "table wine" you see advertised nowadays might be good stuff to bathe in, but it isn't fit to drink.

Buy your table wines here. We will give you just what you want, just what you think you're buying, just what we claim it to be.

It won't cost you much, either.



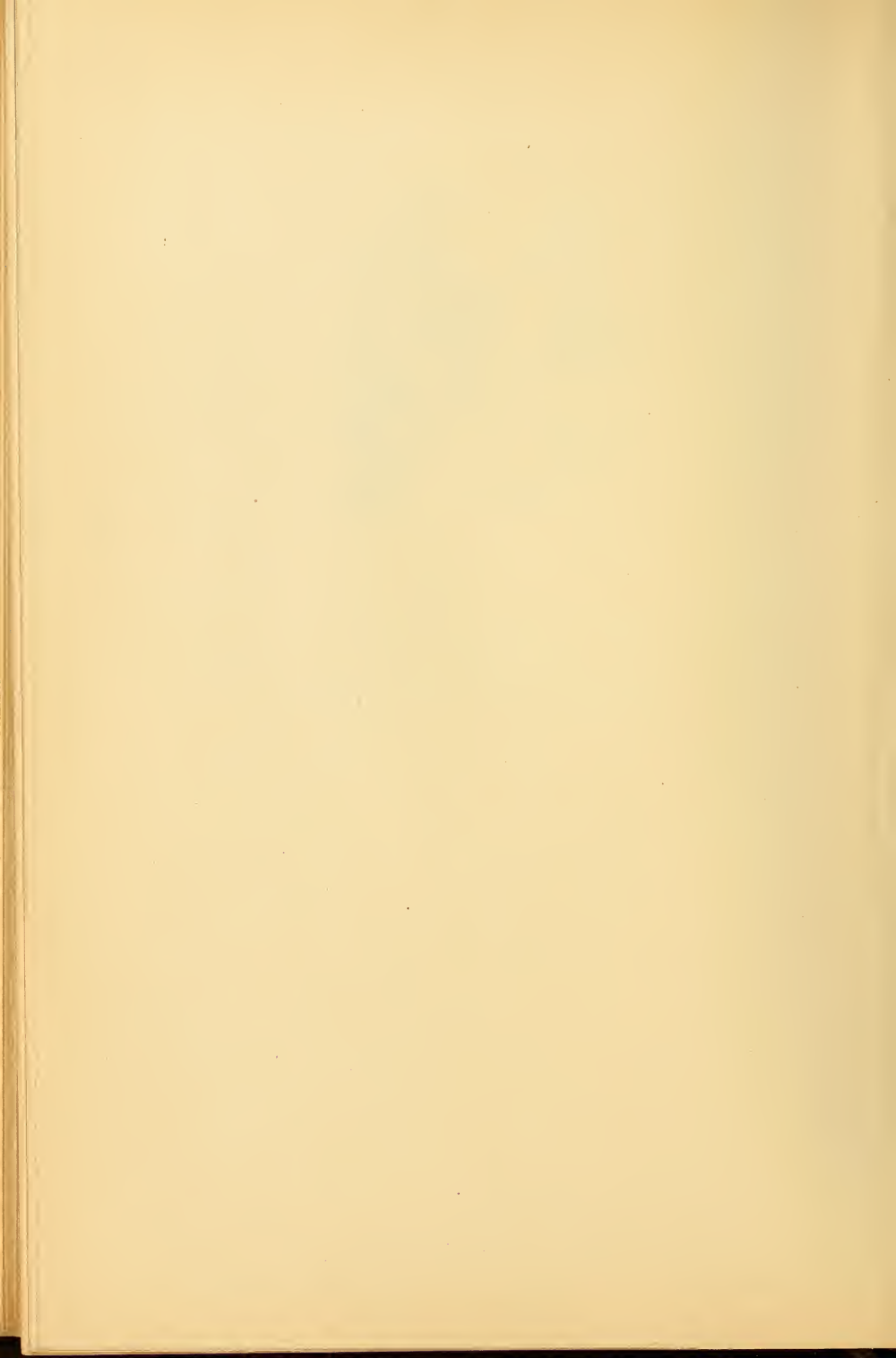


Drink Chianti.

Chianti is the best drink that ever came from that home of good drinks—Italy.

It is not only stimulating and invigorating—it's strengthening and healthful.

Ours is the real thing—pure and reliable. Try it—it costs but——.





For Invalids.

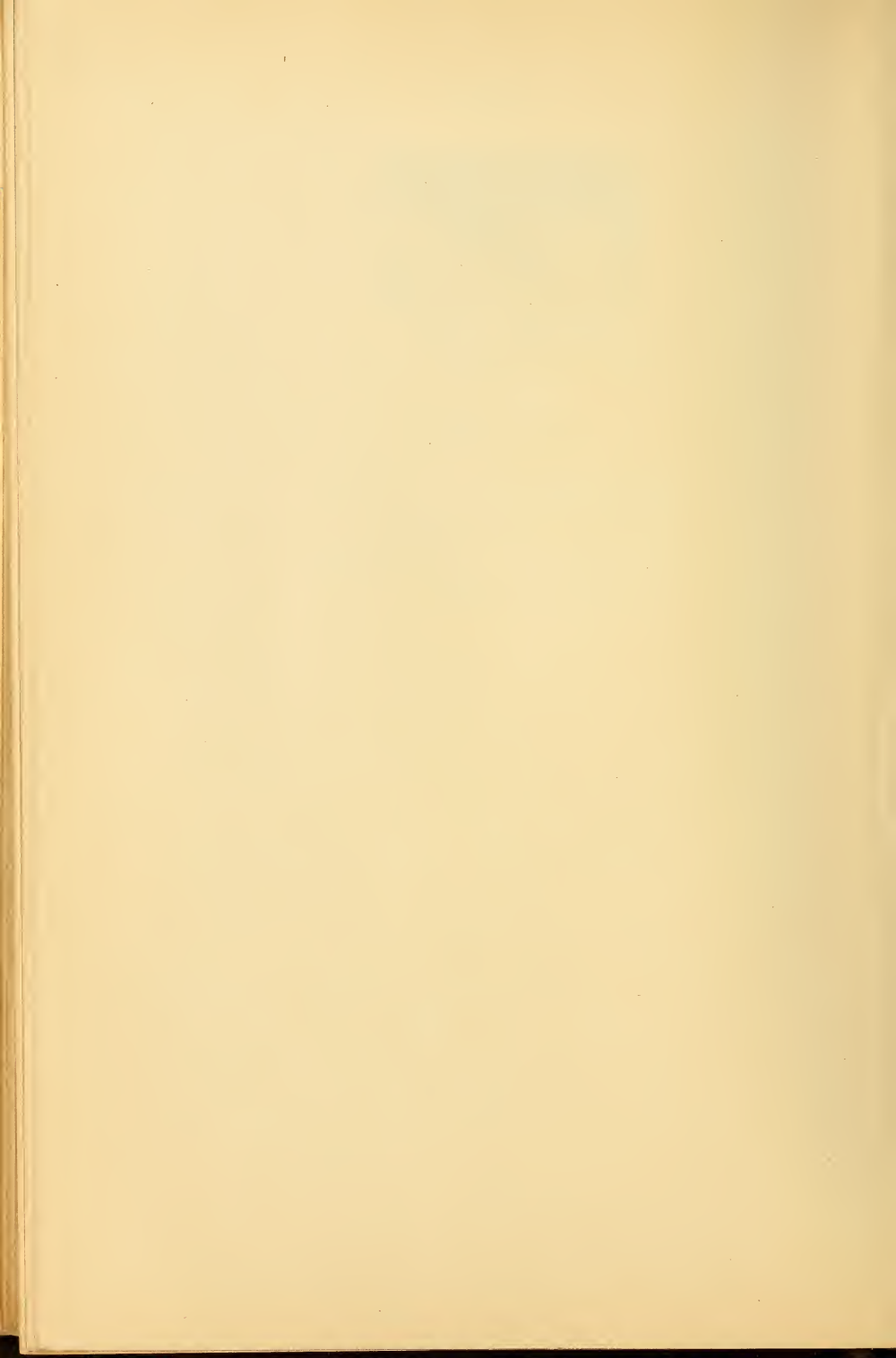
There's nothing better for invalids and convalescents than ———.

It is smooth and pleasant to drink.

It is invigorating and stimulating.

And, what is better, it is pure, strengthening and healthful.

Always keep it in the house.

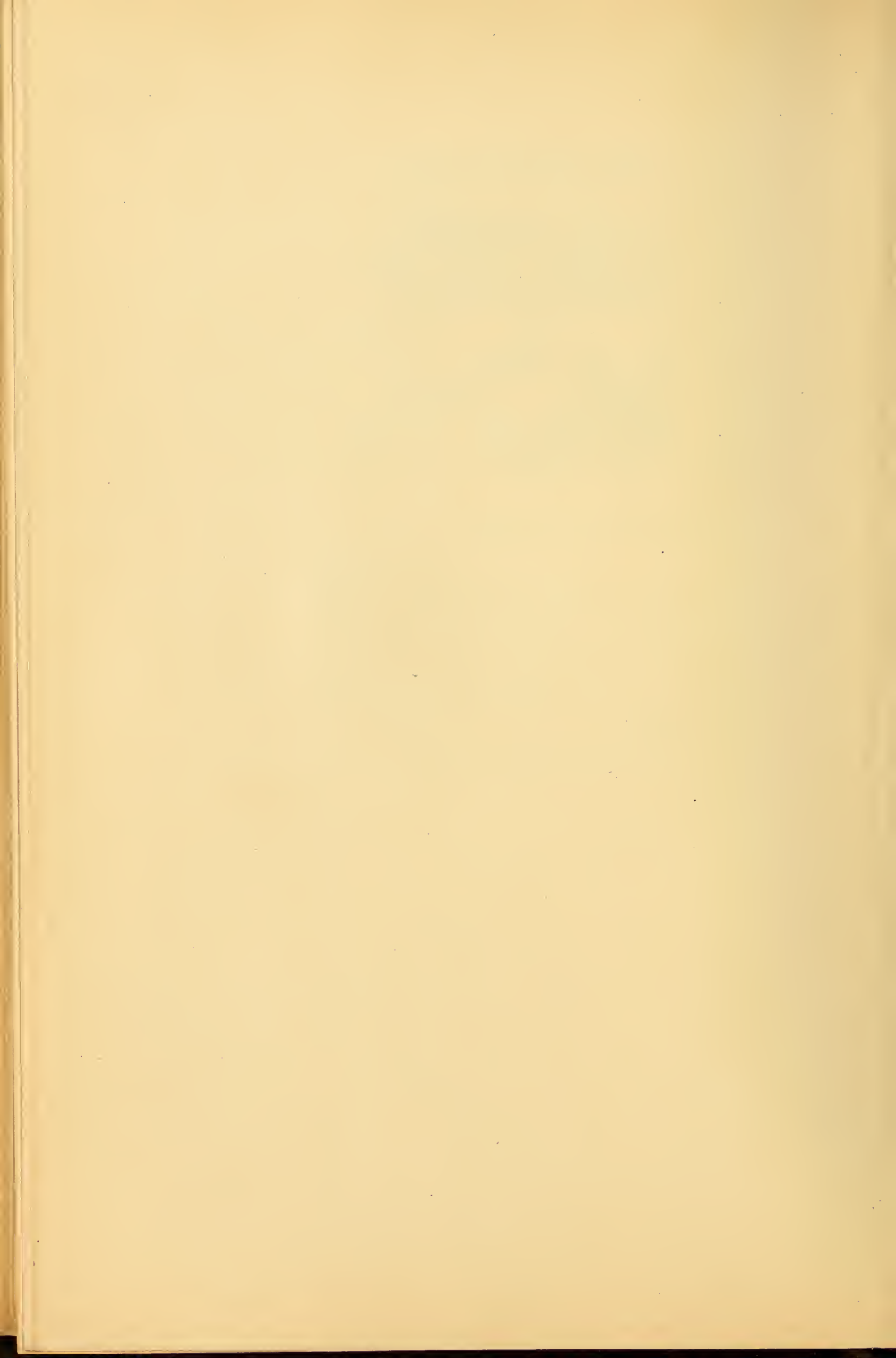




All Kinds of Drinks

for all kinds of occasions, from the punch on the sideboard to the "nightcap" bottle in the closet, are obtainable here. Tell us what the occasion is and we'll tell you what the drinks should be. We'll furnish the wines and tell you how they should be handled and served, or the ingredients for a punch and directions for mixing it.

Everything is the purest and best—but the prices are modest.



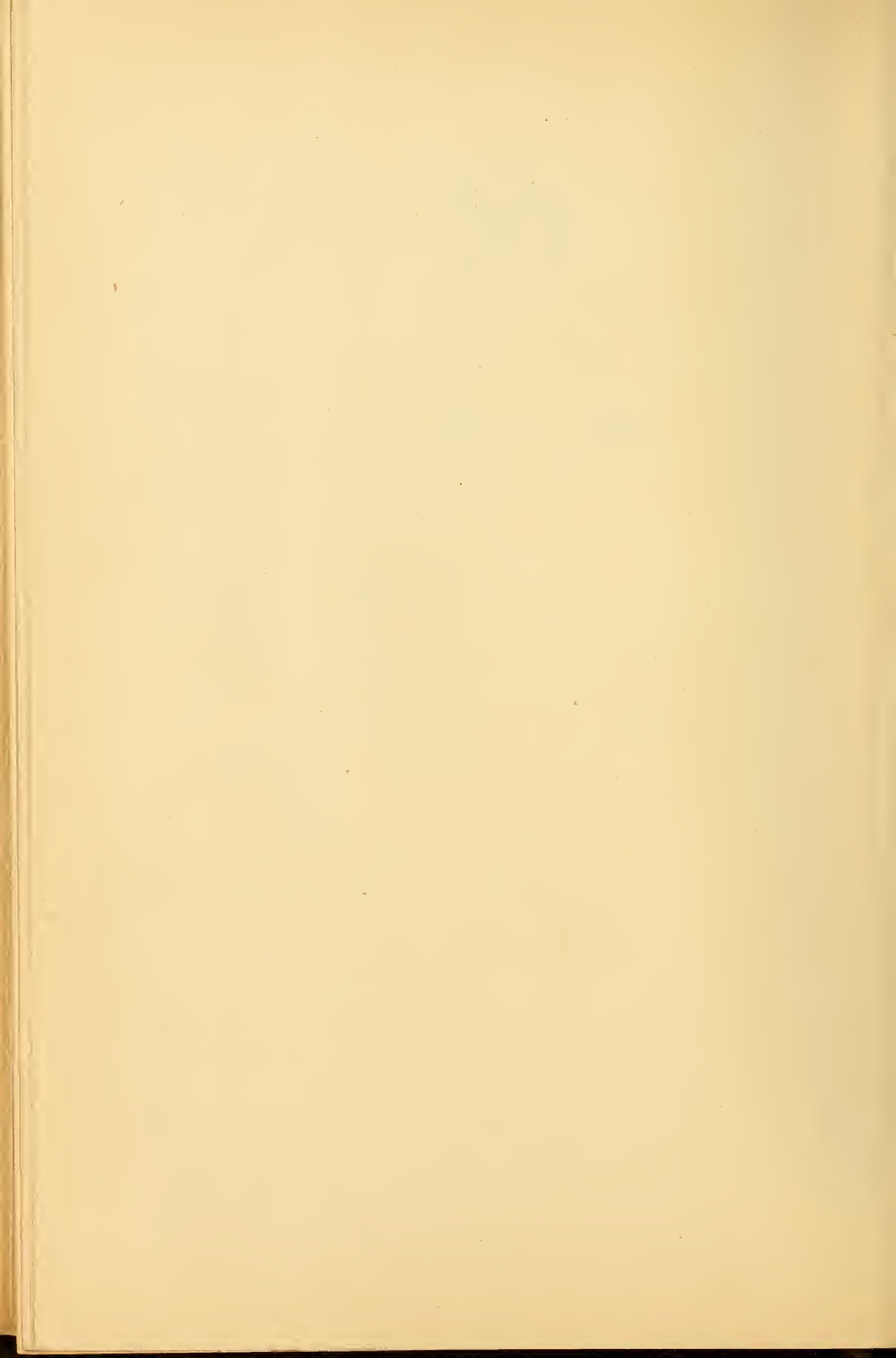


Know What You Get.

Don't take everything that's offered you in the way of a drinkable—insist on having the purest and best.

Anything you buy here is absolutely reliable—pure and unadulterated and properly aged.

Good health and economy both point in our direction.

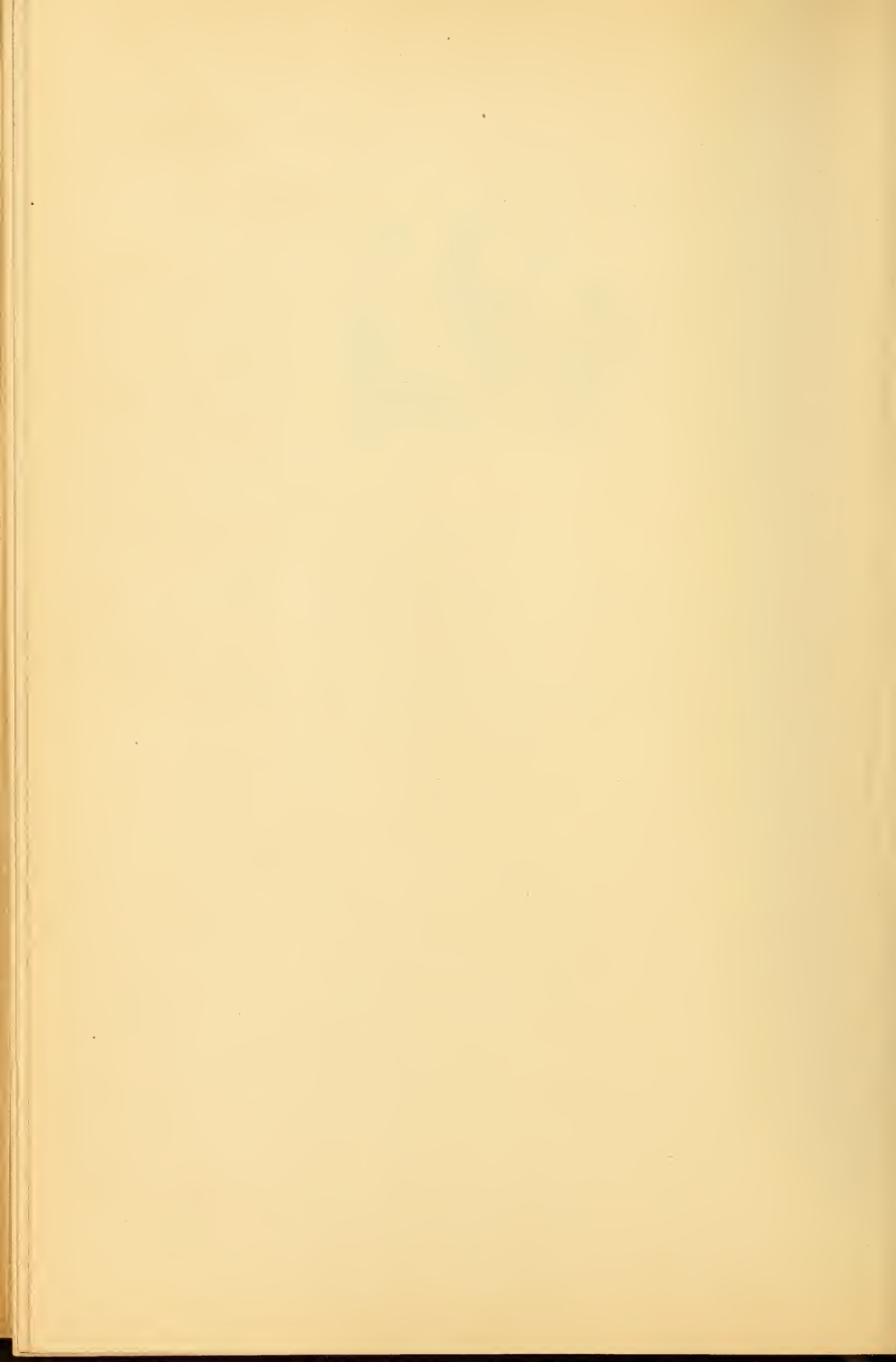




Drink Hints.

Here are a few interesting and important facts and figures for people who want only the best and purest in the way of drinkables, and who want to get them at a reasonable price.

These goods are guaranteed to be just what they claim to be, though the little prices might lead you to think otherwise:—

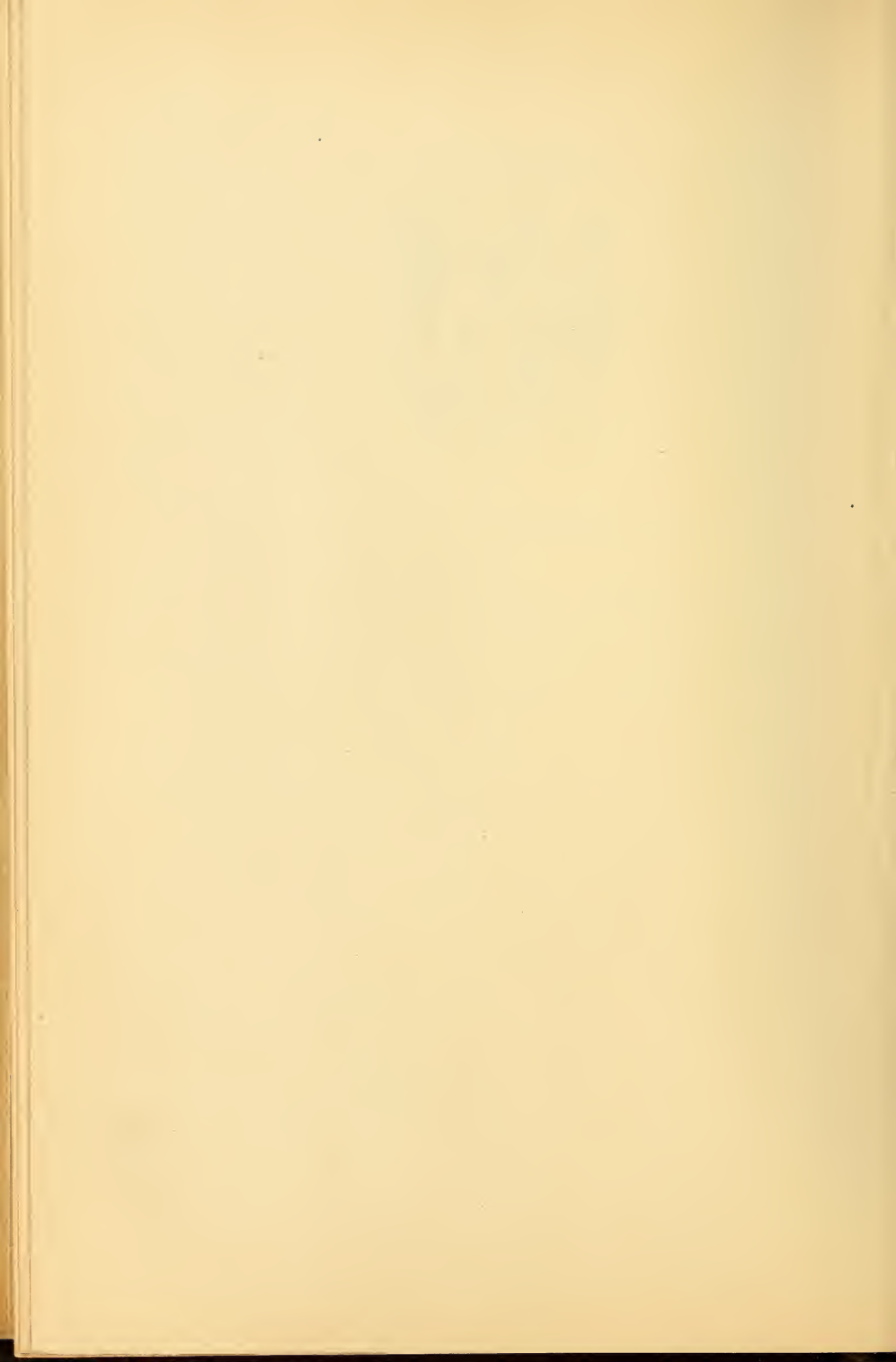




Your Favorite Drink

must be pure to be thoroughly enjoyable—when it isn't you feel dissatisfied and disappointed, and the after effects are decidedly unpleasant.

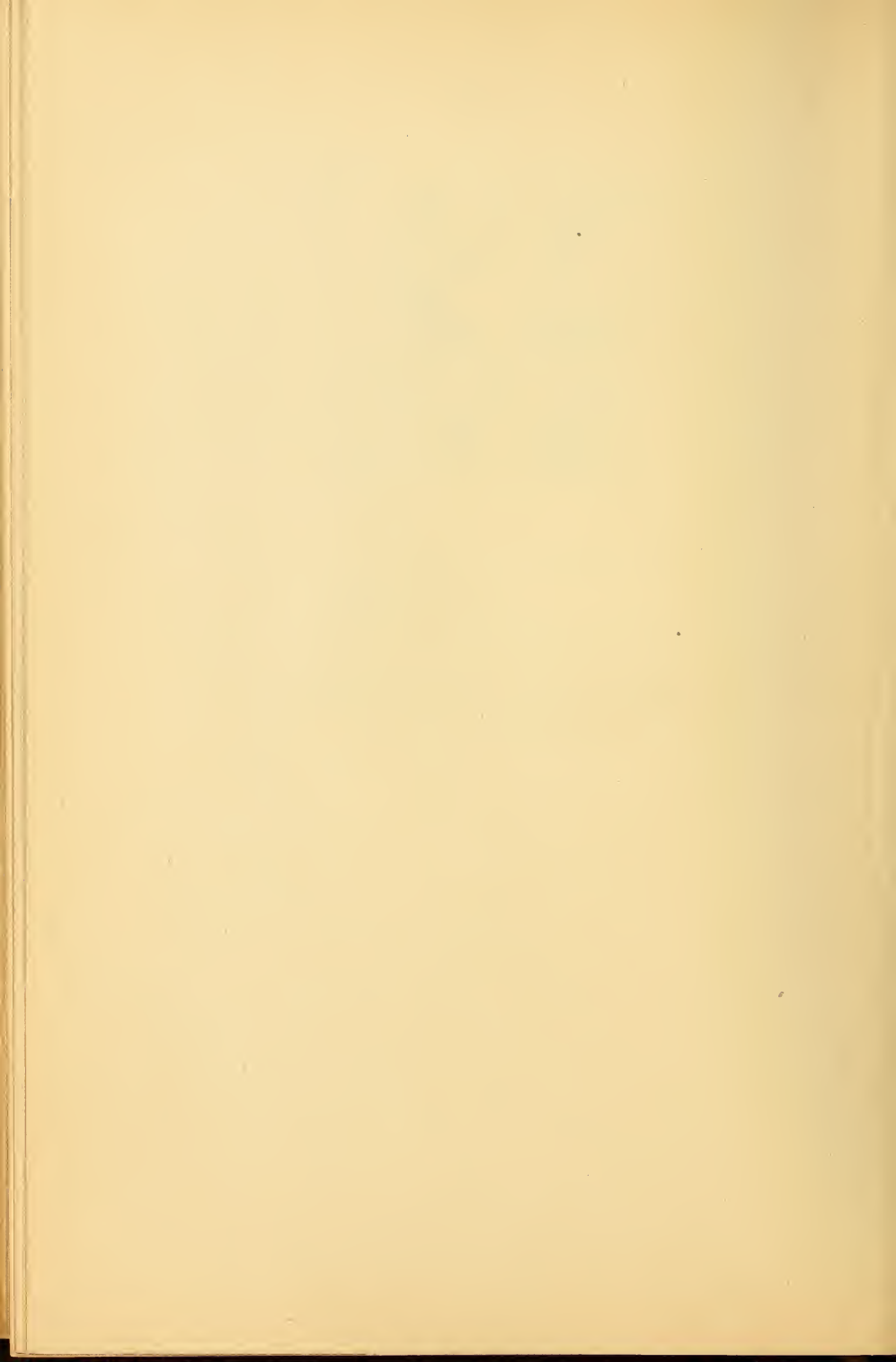
Be sure you get the best—it costs no more than uncertain kind. Patronize us, and you'll always be sure—no inferior goods can ever get inside our doors.





The Question of Purity

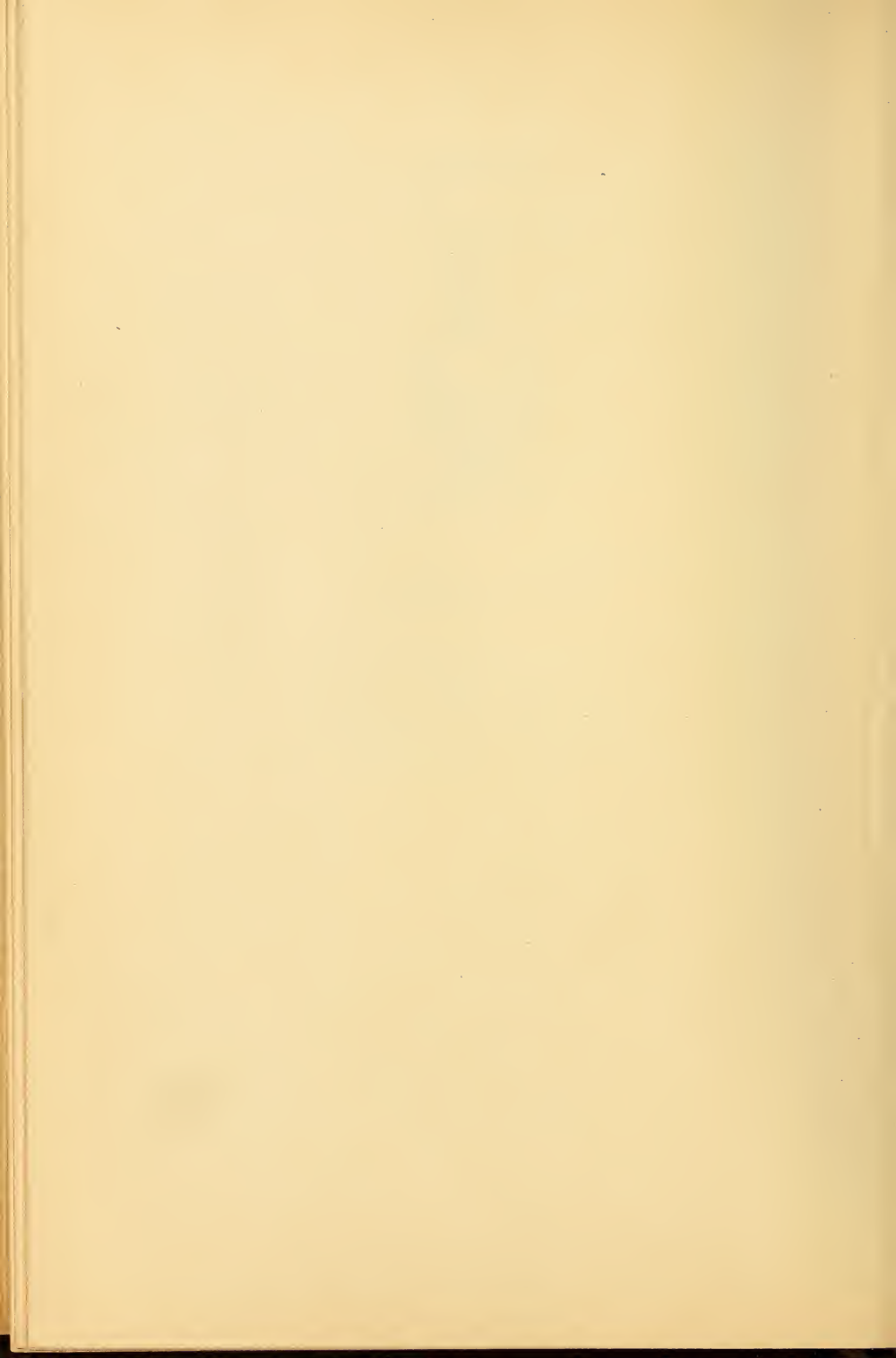
is certainly the most important one in the wine and liquor business. It gets our exclusive attention. We buy with the utmost care and make ourselves certain, in every case, that whatever comes into our store is in a condition of perfect purity, and that it goes to our customers just as it came to us.





**The Highest
Possible Standard**

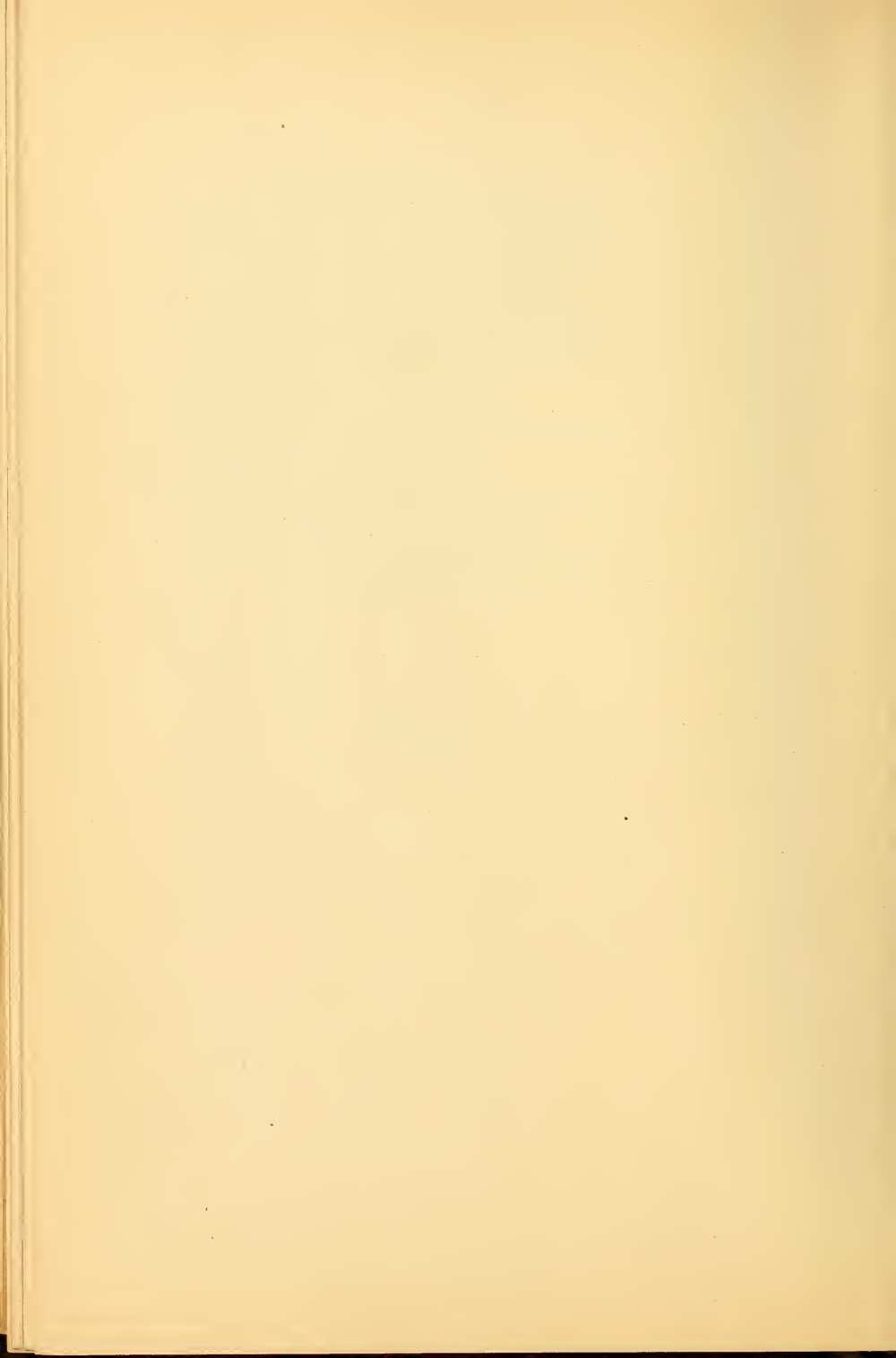
of purity and strength
is always met in our wines and liquors.
We have been in this business for many
years and we know precisely what to buy
and where to buy it. We would be glad to
have you join the ranks of our many hun-
dreds of pleased and satisfied customers.

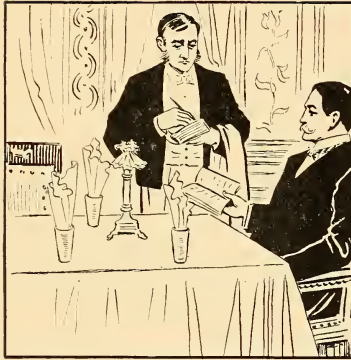




Lovers of Pure Wine

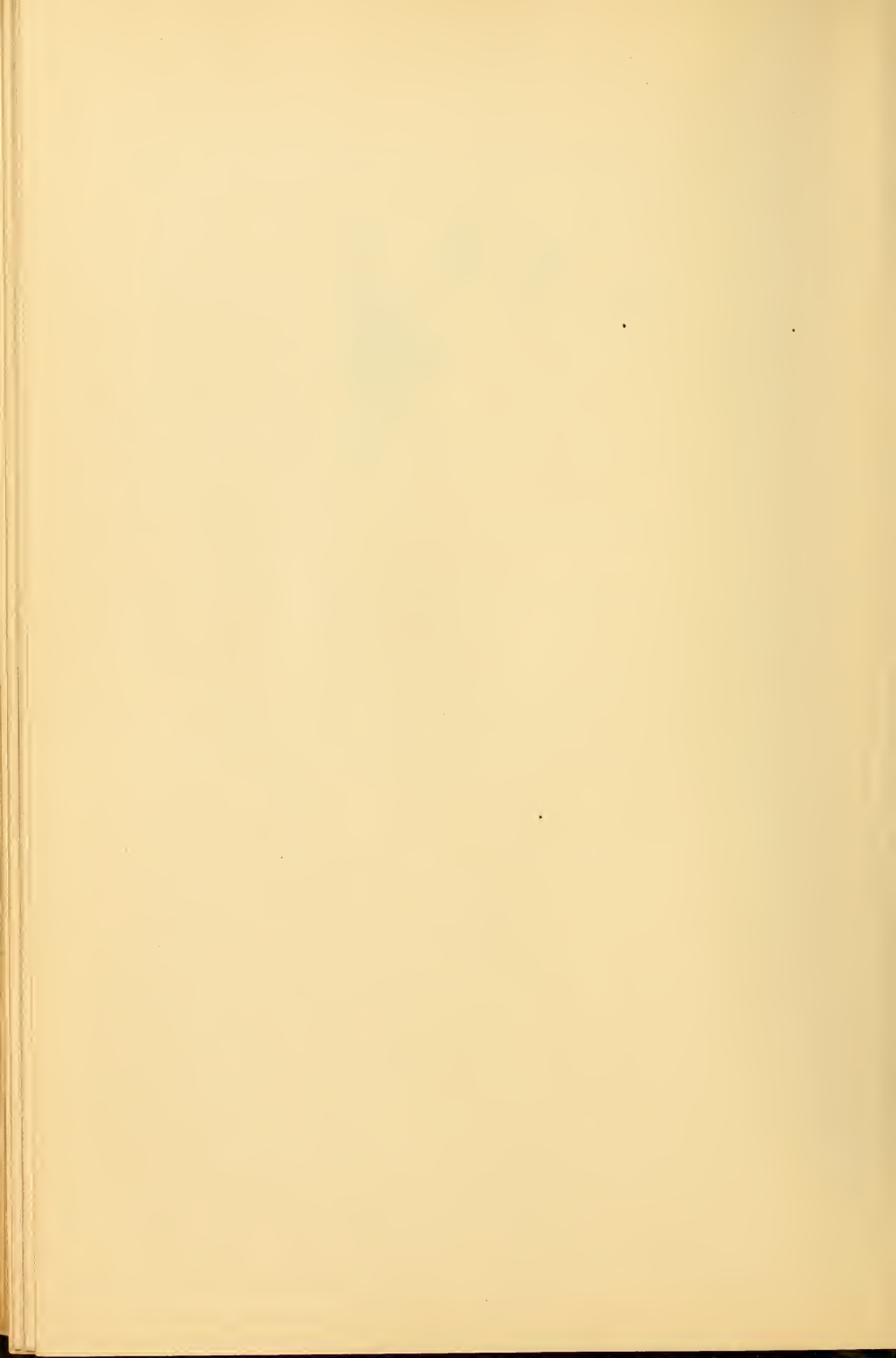
are urgently requested to try some of our pure, old California wines. We get them direct from the Californian wineries, and we know absolutely that there are no finer wines to be had in this town at any price. The prices are as low as it is possible to make them, and we guarantee every bottle that goes out of our store.





Just Before Dinner

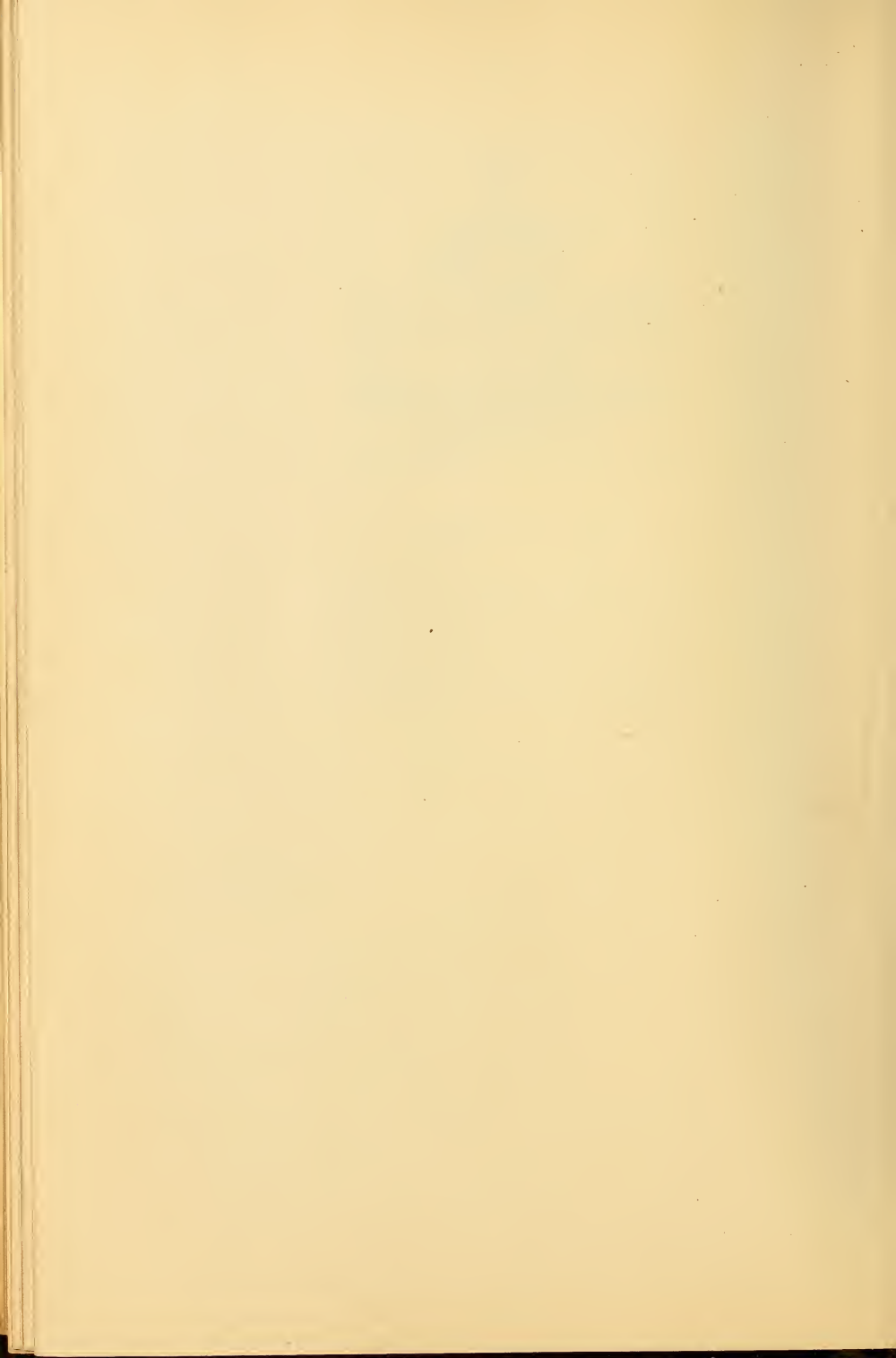
there is no appetizer so welcome and so efficient as a cocktail. You can't be expected, of course, to know how to mix a cocktail properly, and probably your servants do not know much about it either. If you will give us the opportunity we will serve you with the proper cocktail of any kind you wish, and then before your meals you can have a cocktail which is just as good as you can get over any bar in the city. It won't cost you very much either.





Take Your Choice.

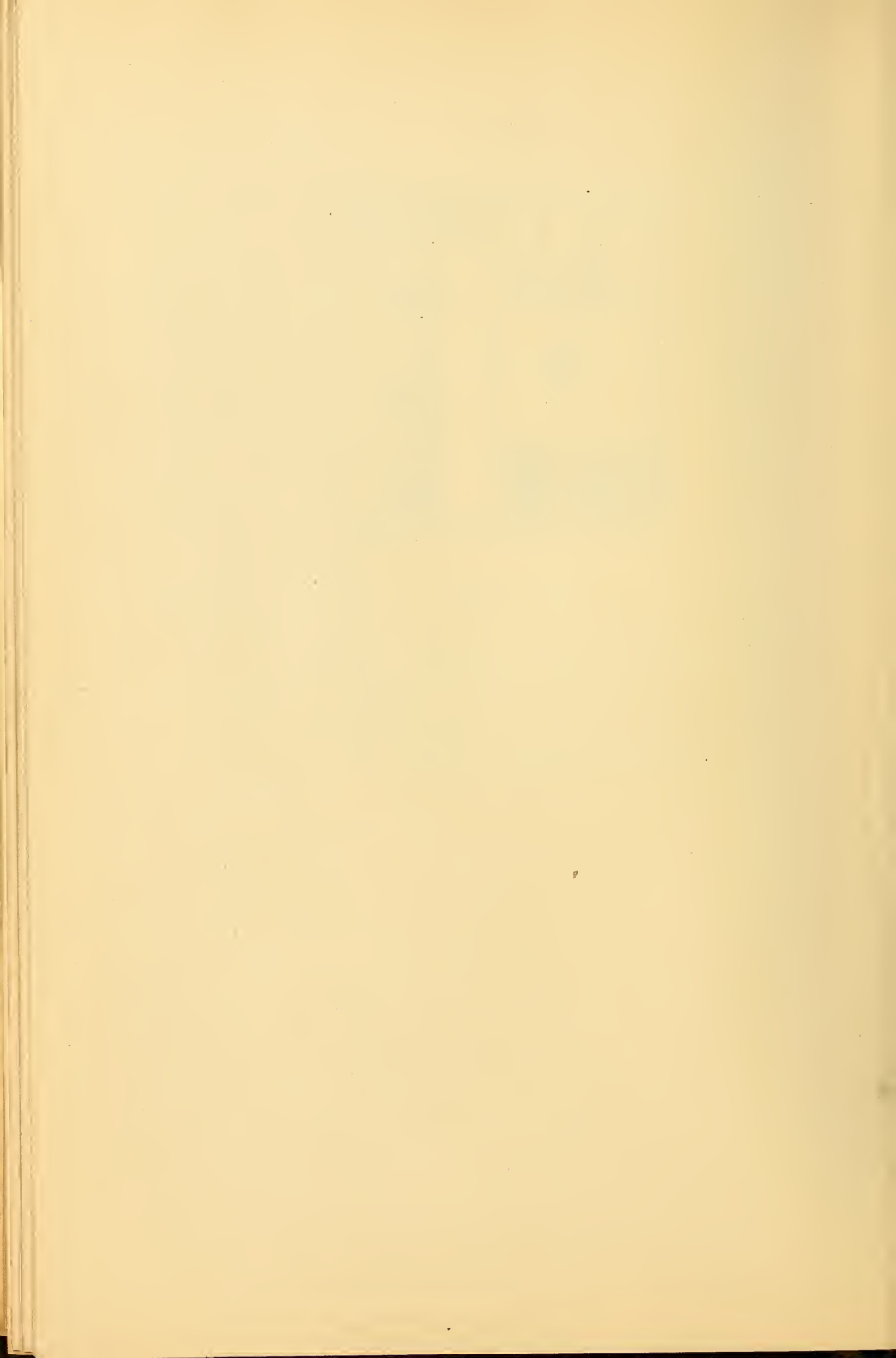
We do not limit our customers to our own favorite brands of any liquor. Of course we have our preferences, and we are always glad to advise our customers as to what we think is best. At the same time always remember that whatever you want is sure to be found here, and that the quality is precisely what we claim it to be.





Not in Price.

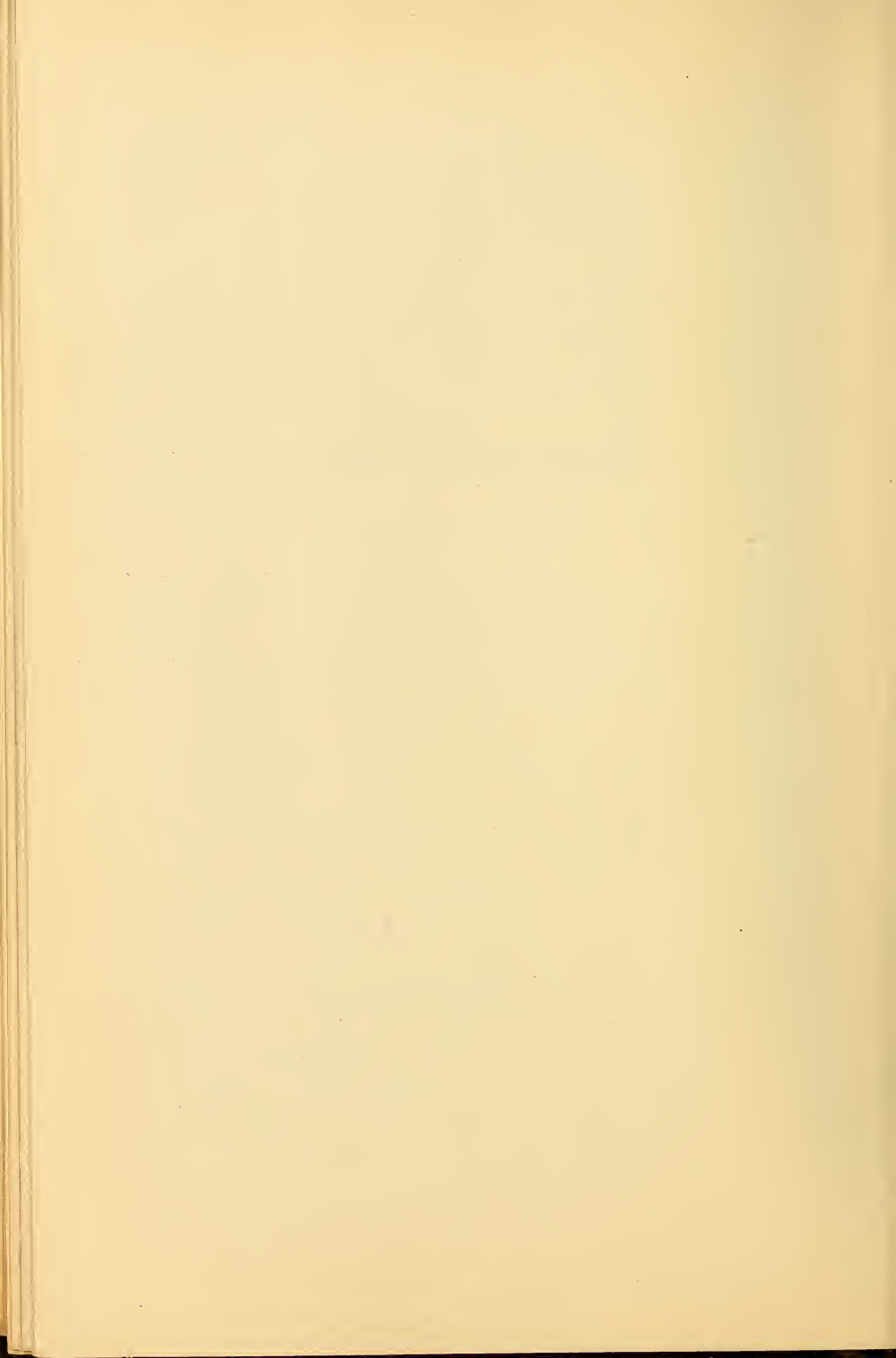
When we say "Fancy Wines" we mean fancy in quality and not in price. There is no use in paying an exorbitant price for good wines. There might have been an excuse for it years ago, but there is certainly none for it now. Here are a few of the choicest wines you ever tasted at prices which are certainly suprisingly low :





A Significant Sign.

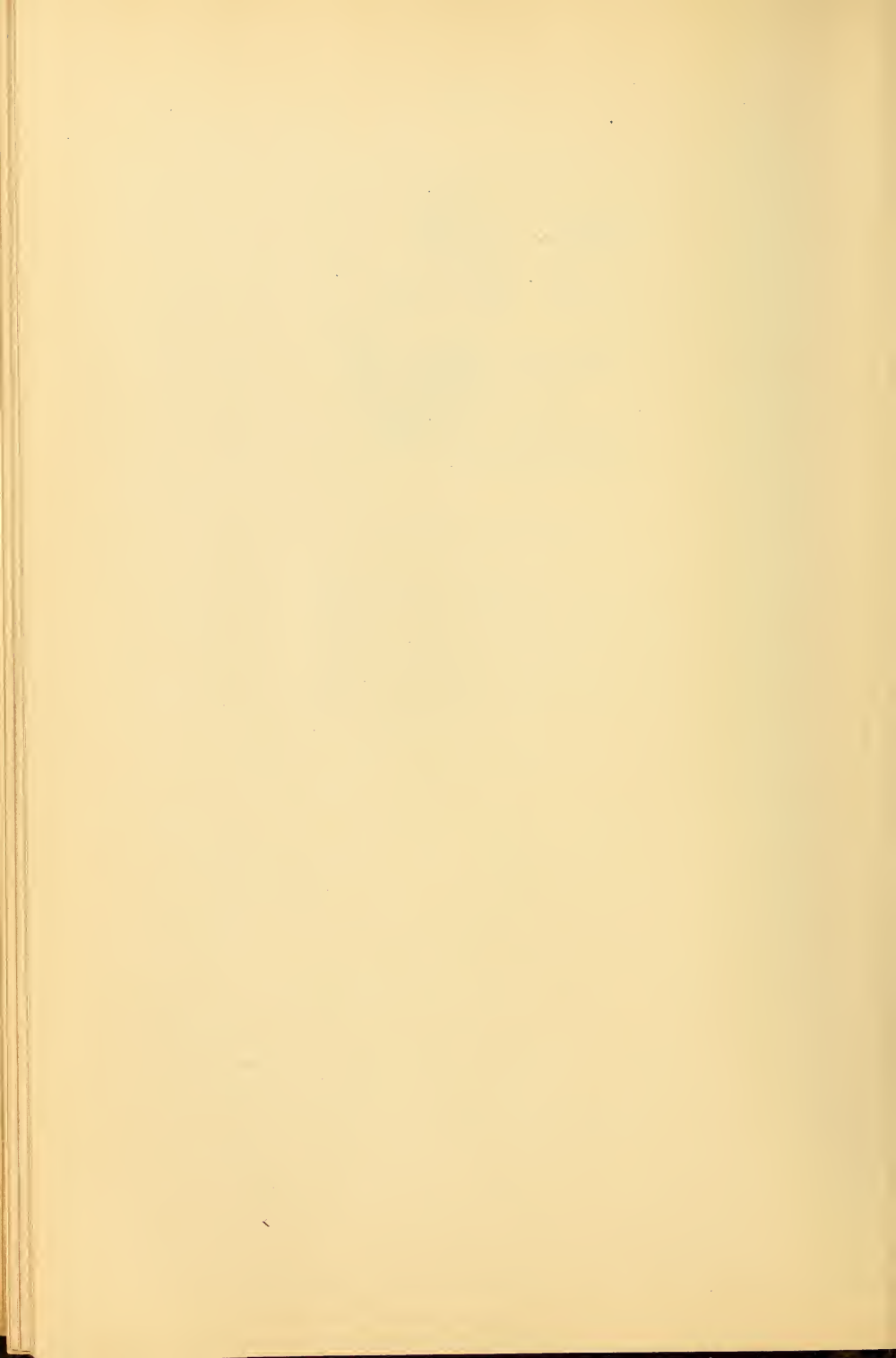
Our constantly increasing business shows conclusively that we are giving the people in this town the best of satisfaction. In every department of our business, from high-grade wines down to beer, business is flourishing. If you haven't been here, come in and you will discover the reasons for our prosperity.





Age and Purity.

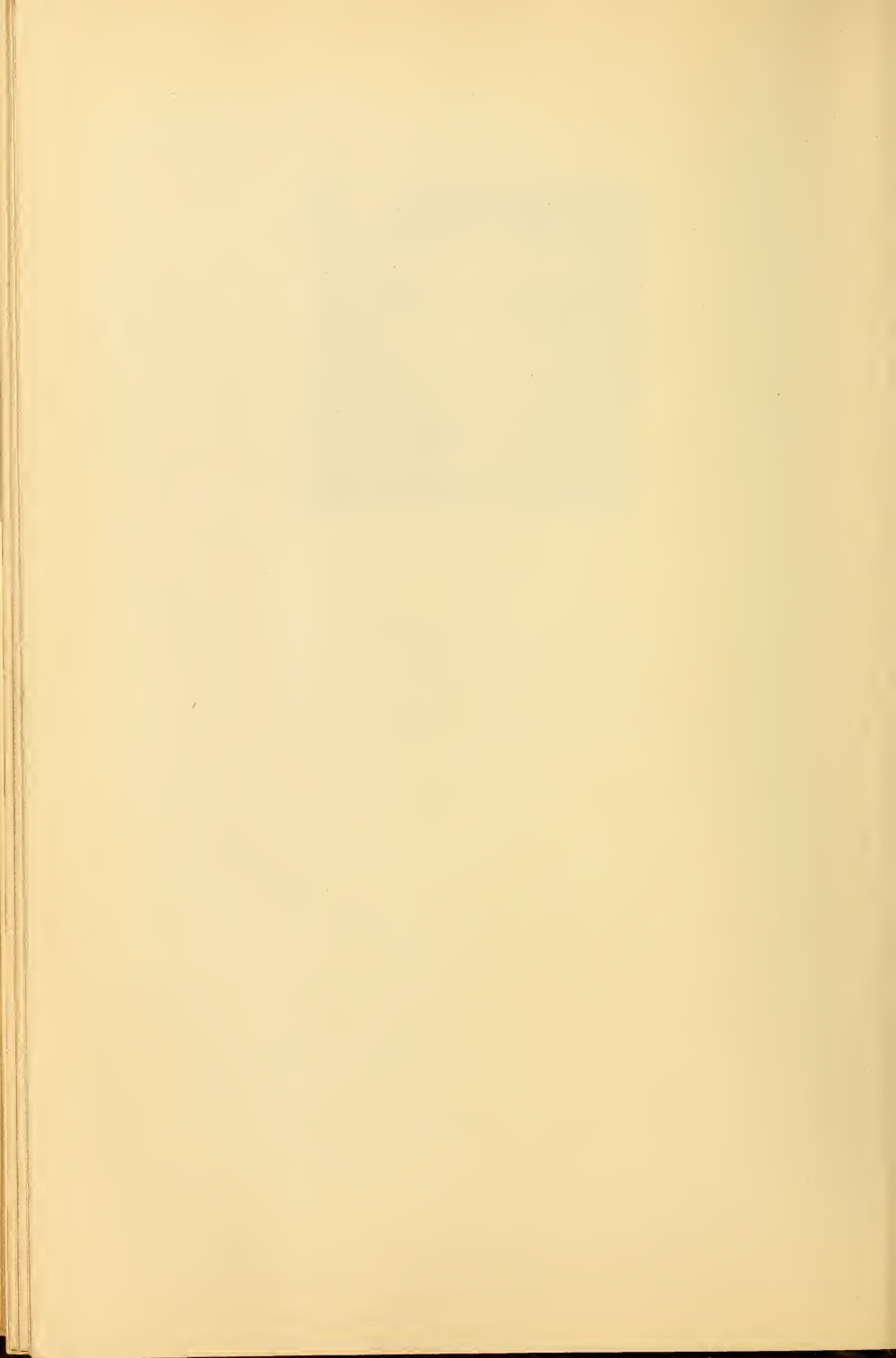
In our whiskies, gins, brandies, wines, and the like, you get the two most desirable things—age and purity. We sell nothing that has not been properly aged. Very likely you know how injurious whiskey is unless it has been kept a sufficient length of time. None of our whiskey is less than five years old, and much of it is much older.





If You Like Beer

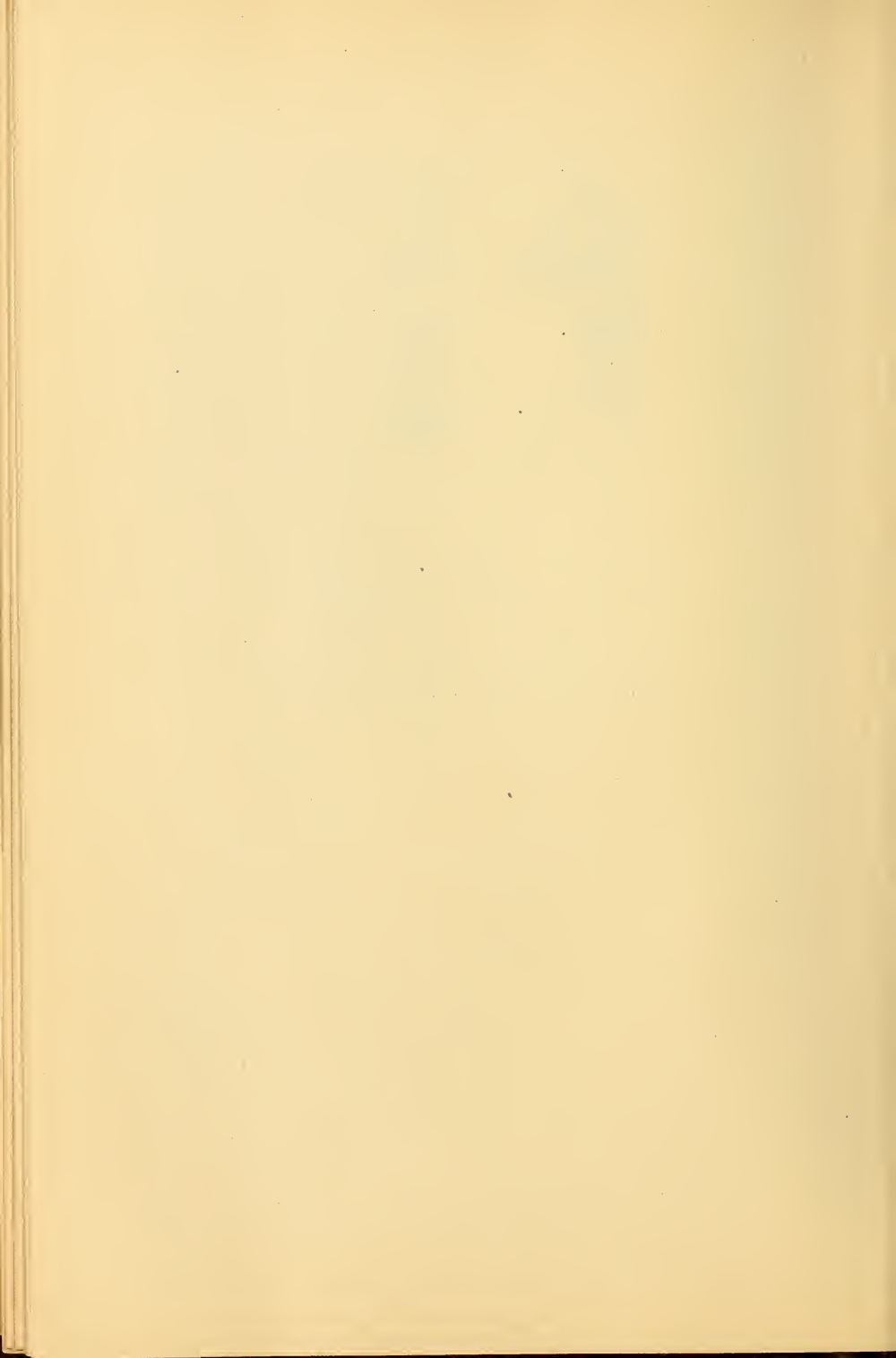
come in and try our draught beer, and we feel sure you will thereafter be a steady customer of our bar. We take particular pains with our beer. We know that it is perfectly pure and wholesome, and we keep it in exactly the right temperature—neither too cold nor too warm.





Bring All Your Friends.

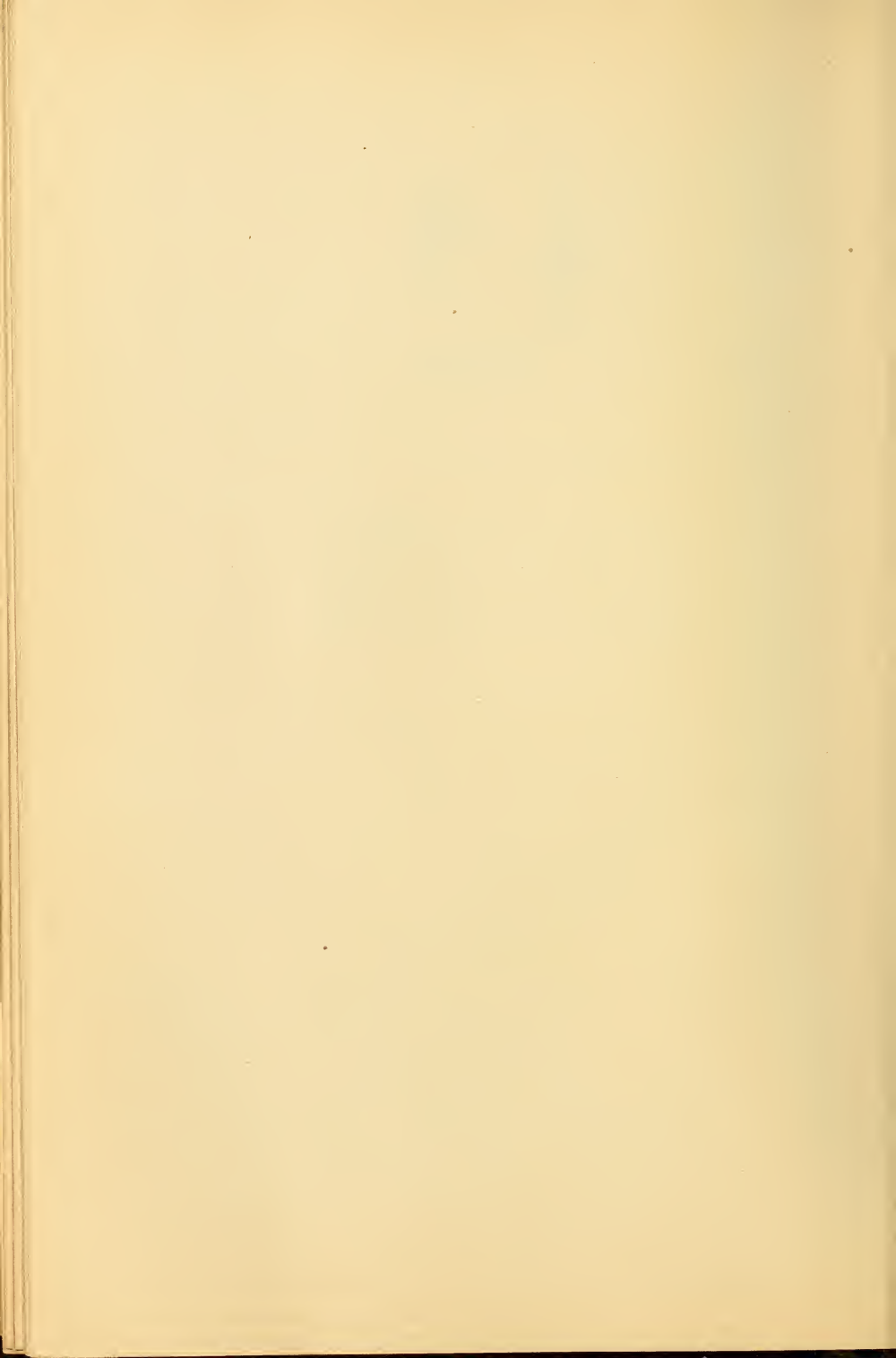
When you feel like giving your friends something particularly good to drink, bring them in here. We like to serve people who know what good liquors are, and it is never too much trouble for us to see that every man gets precisely what he likes, just as he likes it. Don't go in anywhere when you want a drink for yourself and friends. It pays to go to the best place within reach.





You Will Be Delighted

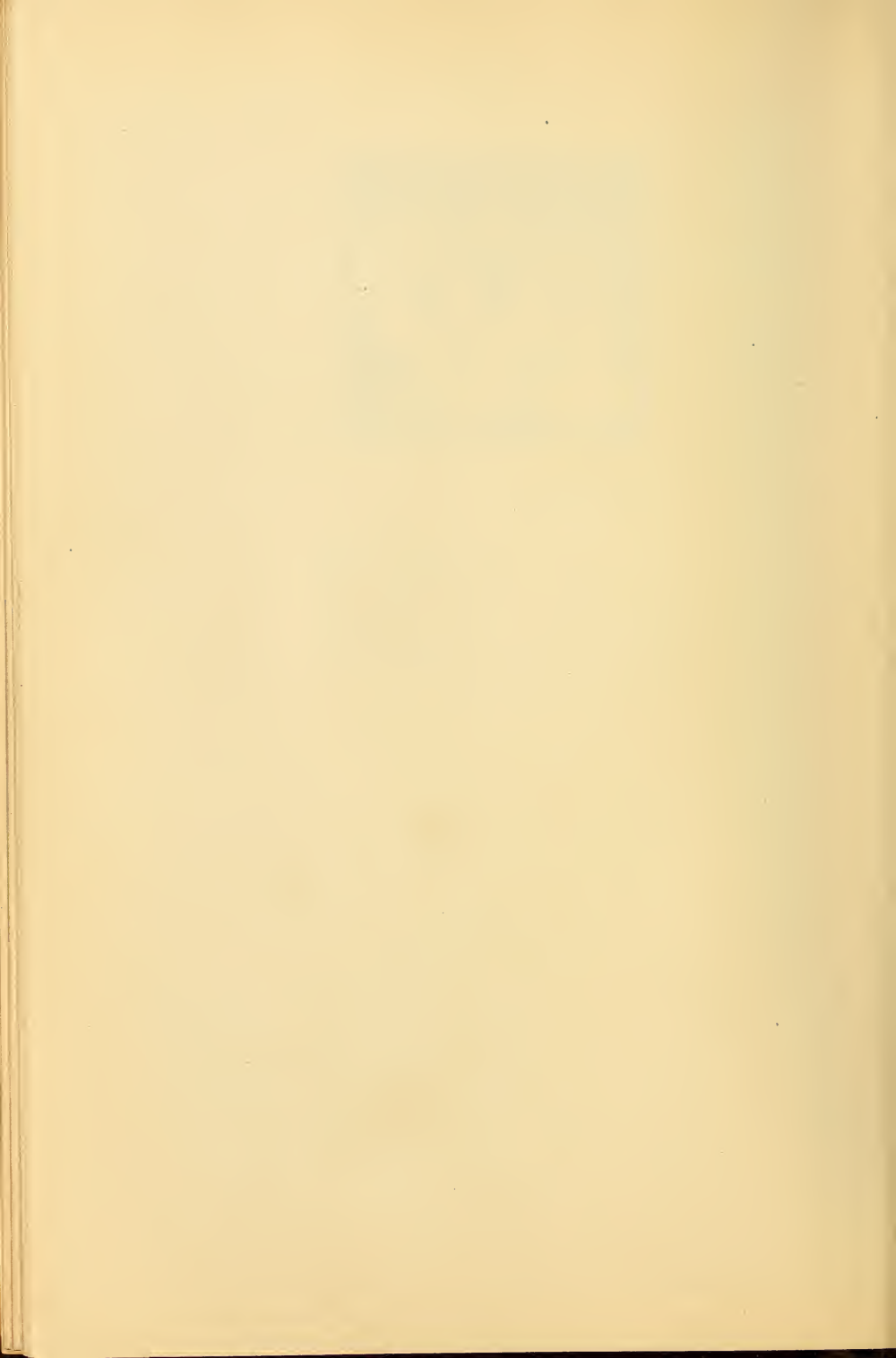
with a "High Ball" made from our fine old Scotch Whiskey. A Scotch "High Ball" is a drink fit for the gods, but the whiskey must be good. If there were any better Scotch to be found we would have it, but we are firmly convinced that there isn't and we believe we can convince you too.





A Great Many Men

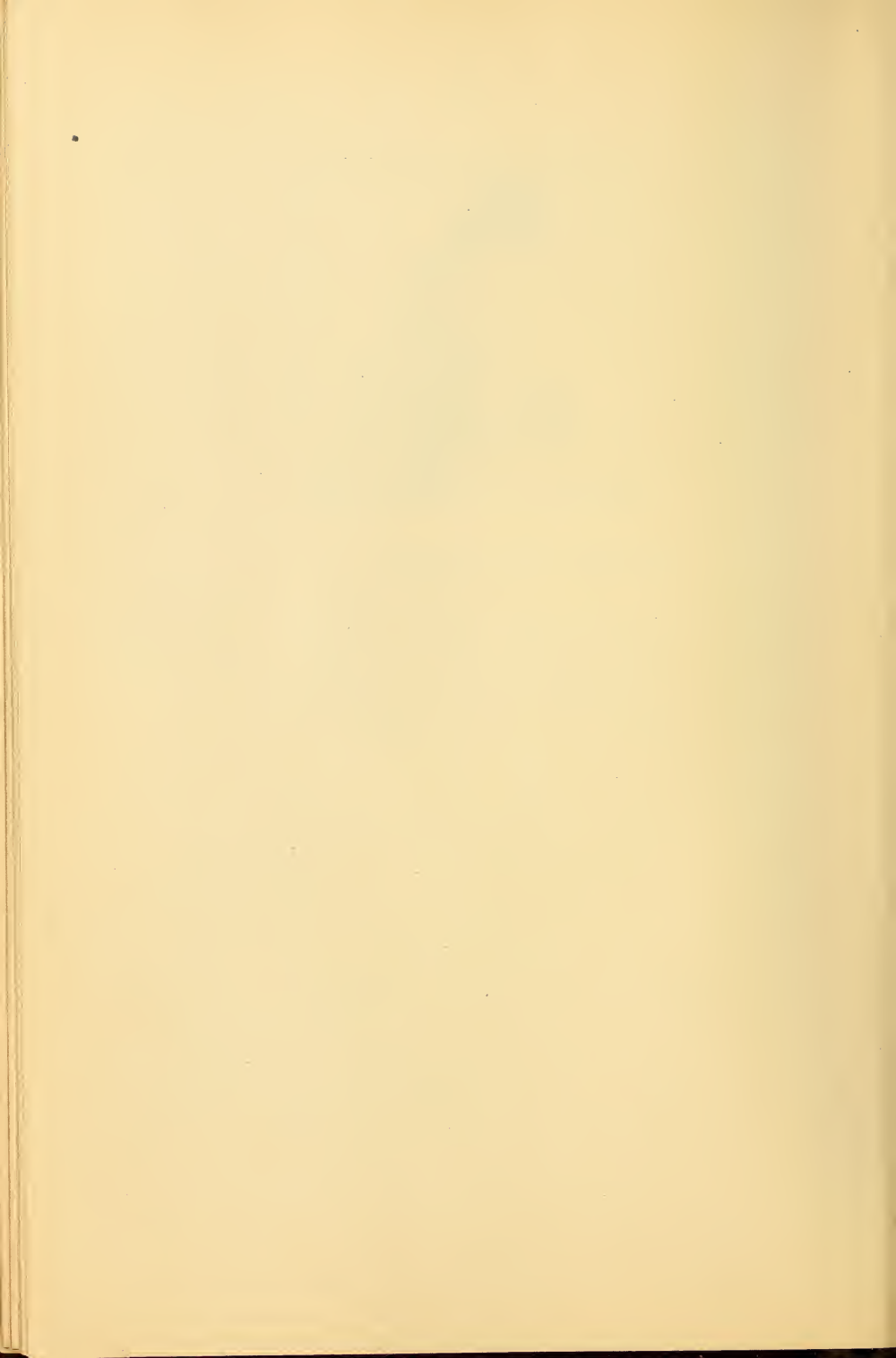
spend a pleasant half-hour or so here at lunch time. We would be glad to have you come in too. Our liquors and wines are certainly just as near perfection as human effort can bring them. Our cigars are just as good as our drinkables, and you will find everything here to be comfortable and pleasant.





Surprise Your Husband

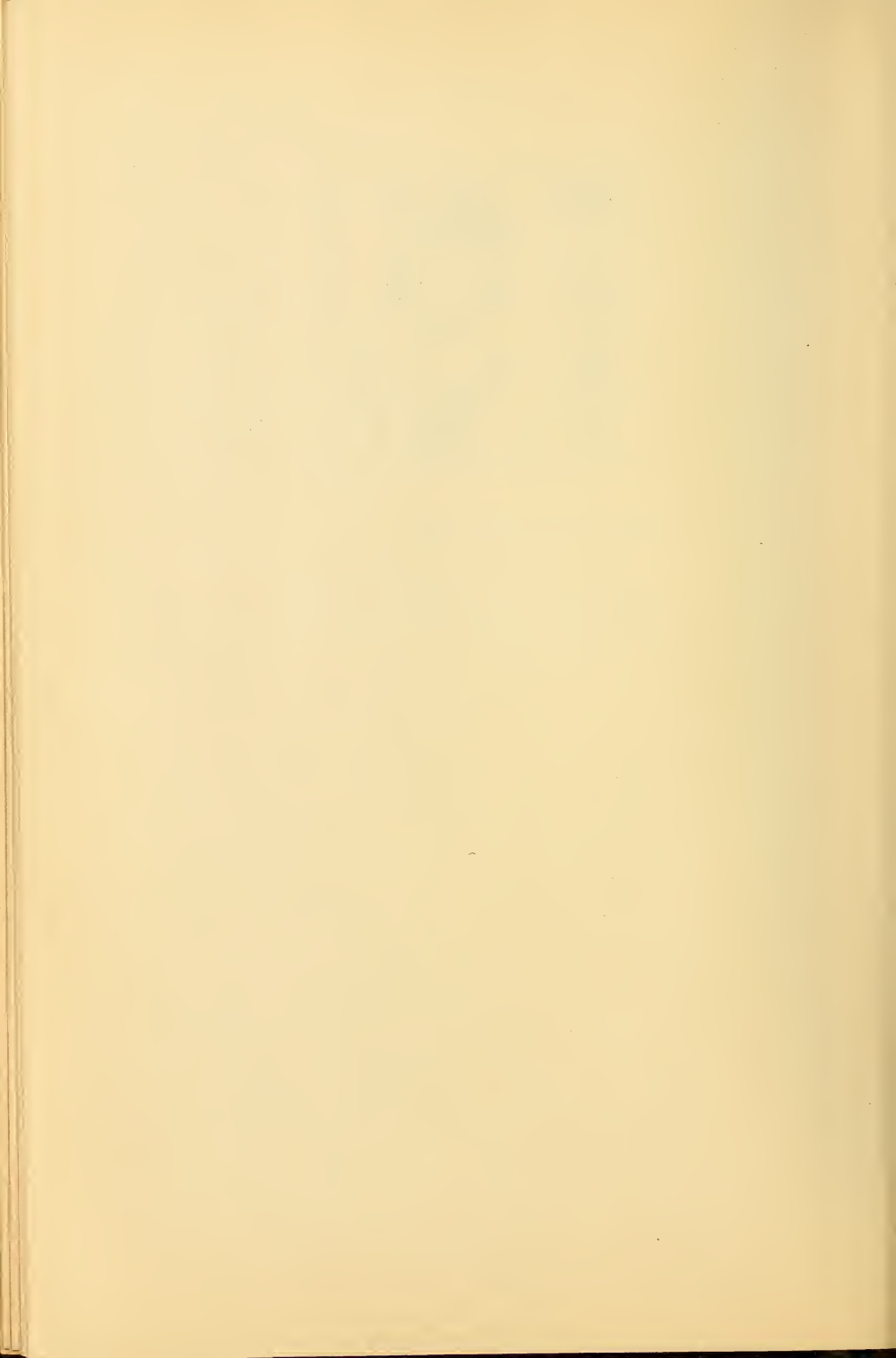
by giving him his favorite wine for dinner. All you have to do is to drop us a note, or telephone, and we will promptly send you up just what you want. Your husband will not only be surprised, but delighted, for whatever we send you, you may depend upon it, will be perfection itself.





Don't Turn Your Back

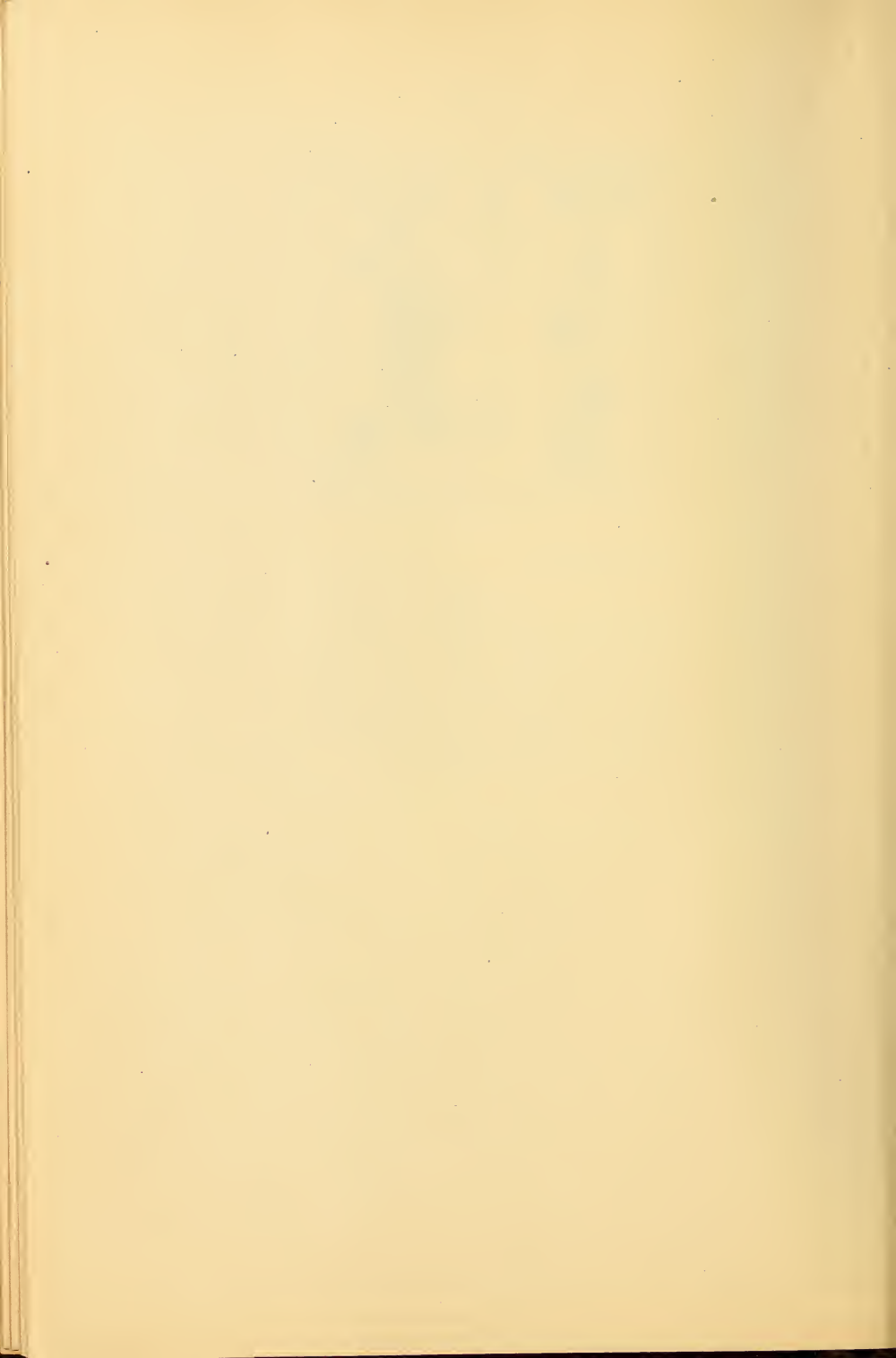
on our claret because
the price is so low. It costs but——cents
a bottle, but it is a good, pure, rich wine. If
you like claret with your meals give this
superior wine a trial.





Good Health

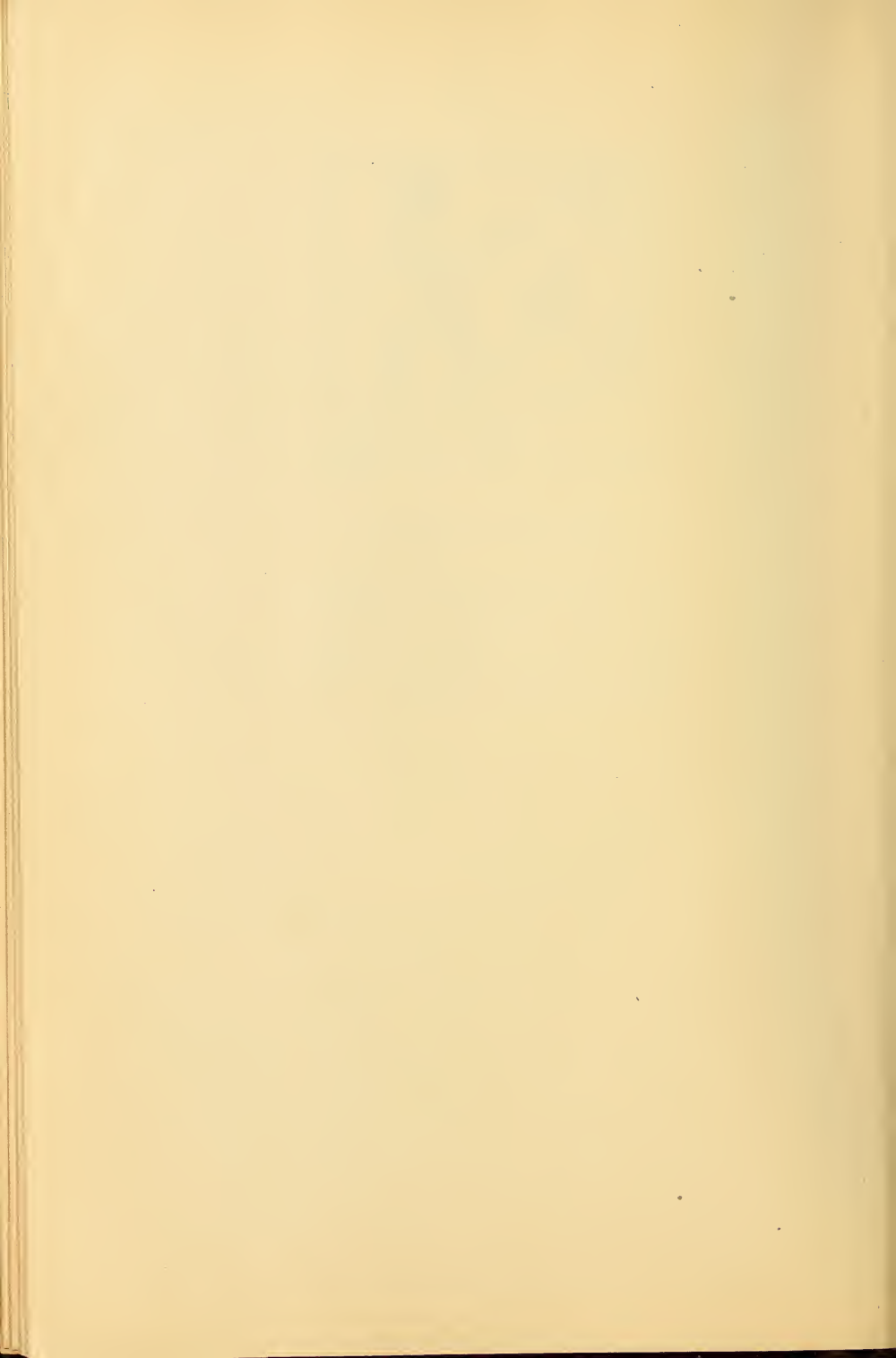
is helped rather than hindered by a little really good wine. If you haven't tried our pure California wines you haven't had the finest wine this town ever saw at the lowest possible price. These wines are bought expressly for us, direct from the Californian wineries and cannot be excelled in purity, body and fine flavor. Here are a few interesting prices: —





Particularly Tempting.

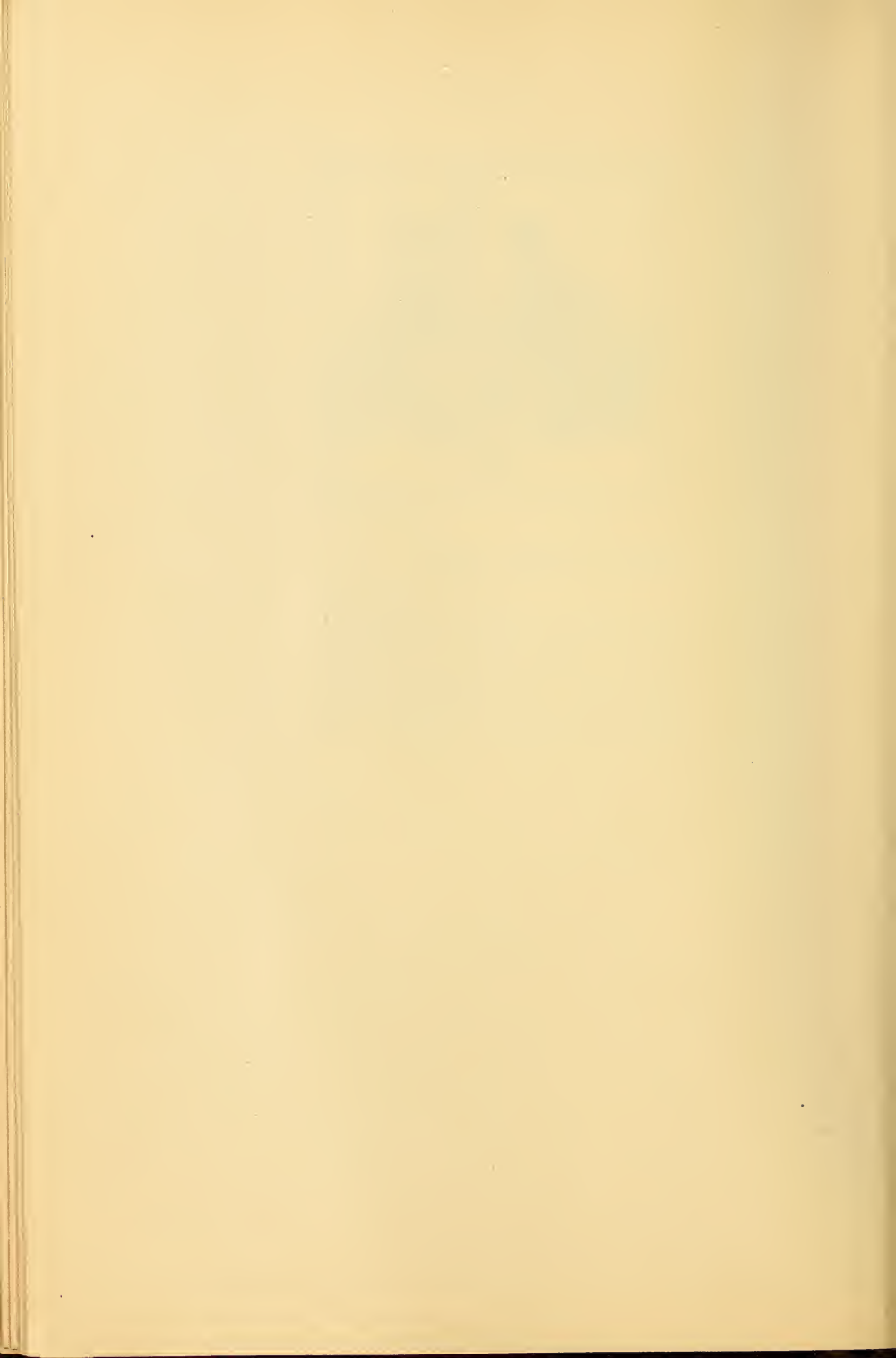
It makes a great difference how things are served. Even choice liquor does not taste well among disagreeable surroundings or over a sloppy bar. Our place is kept exquisitely clean and attractive, and we take particular pains to serve people in a manner that will add zest to their drinking.





Dinner Without Wine

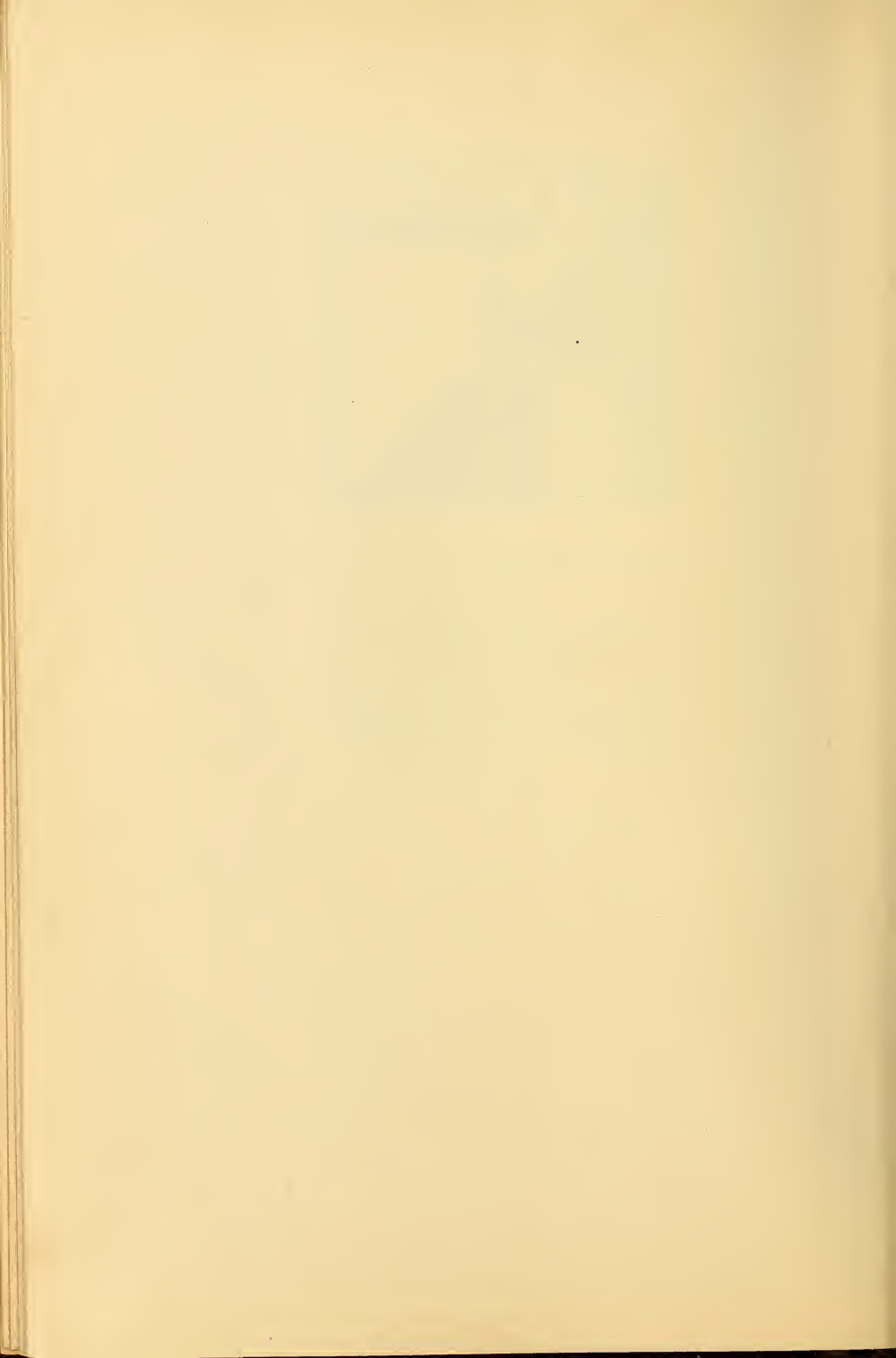
is not everything a dinner ought to be. If you are unaccustomed to having a little good wine with your dinner on account of the expense, we can open your eyes a little. We can give you any sort of wine you want, either white or red, at prices that certainly no one can object to. Here are a few sample prices :—





The Best Whiskey

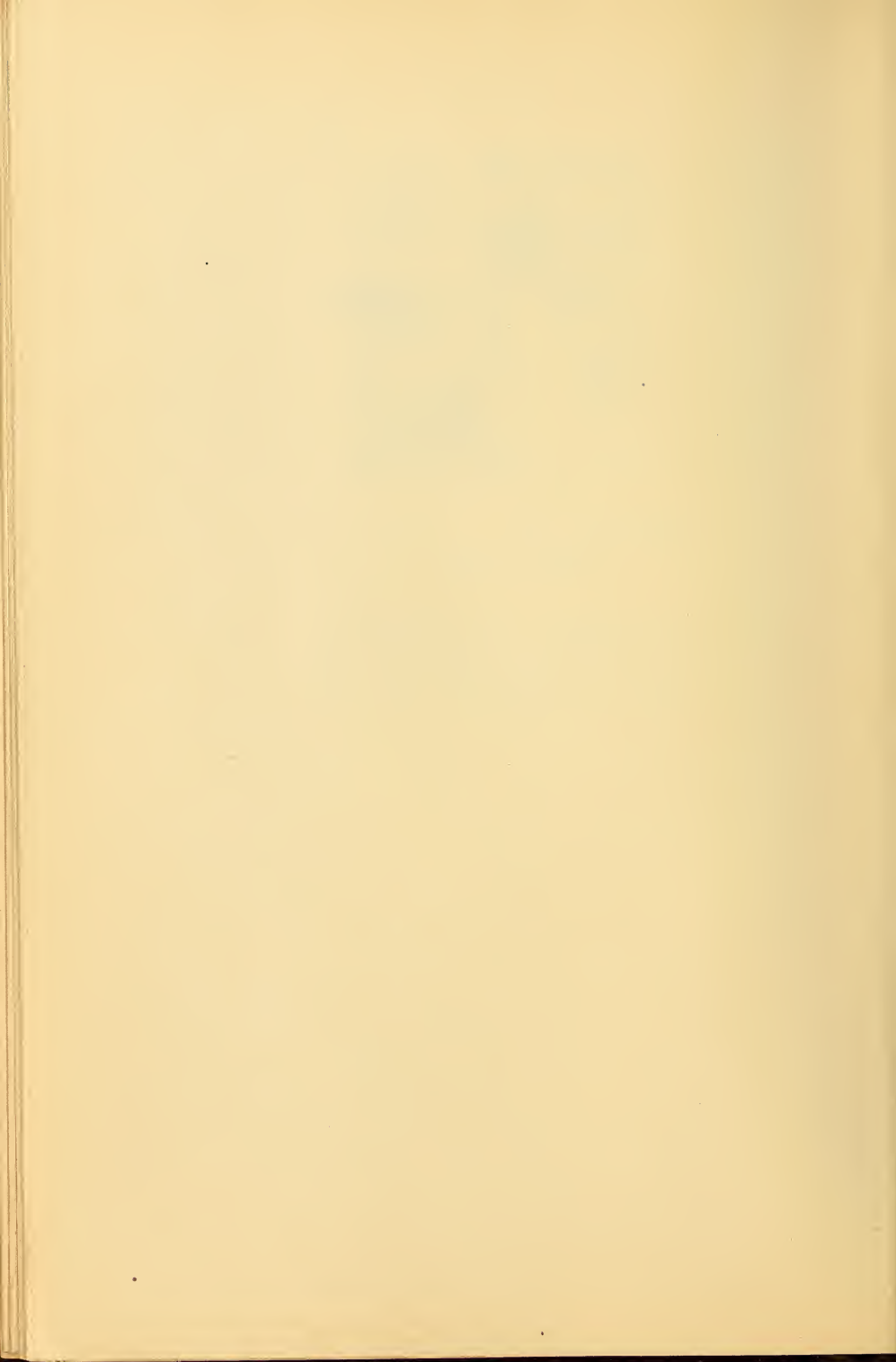
is cheapest in the end.
Poor whiskey is not only disagreeable to taste, but undoubtedly injurious to the stomach. A little good whiskey is a fine tonic and helps instead of harming. Such a whiskey as ———, for instance, will do you just as much good as a doctor's prescription. If you don't know how good it is, come in and try it.





When You Are Going Away

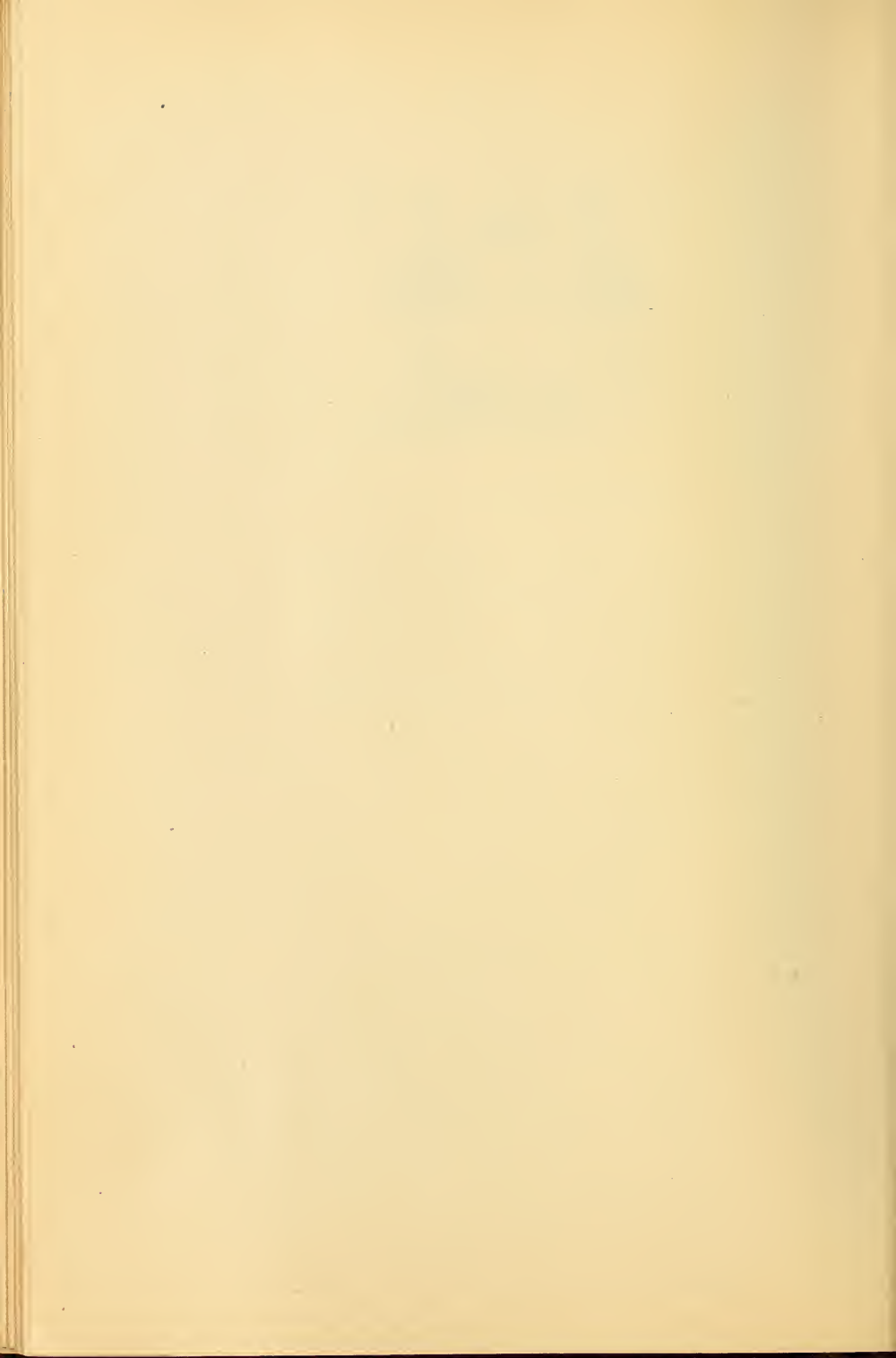
take a little flask of something good to drink along with you. You will certainly appreciate it during the heat and weariness of the journey. Send around here for the flask and you will be sure you have the best and purest.





Our Lunch Room

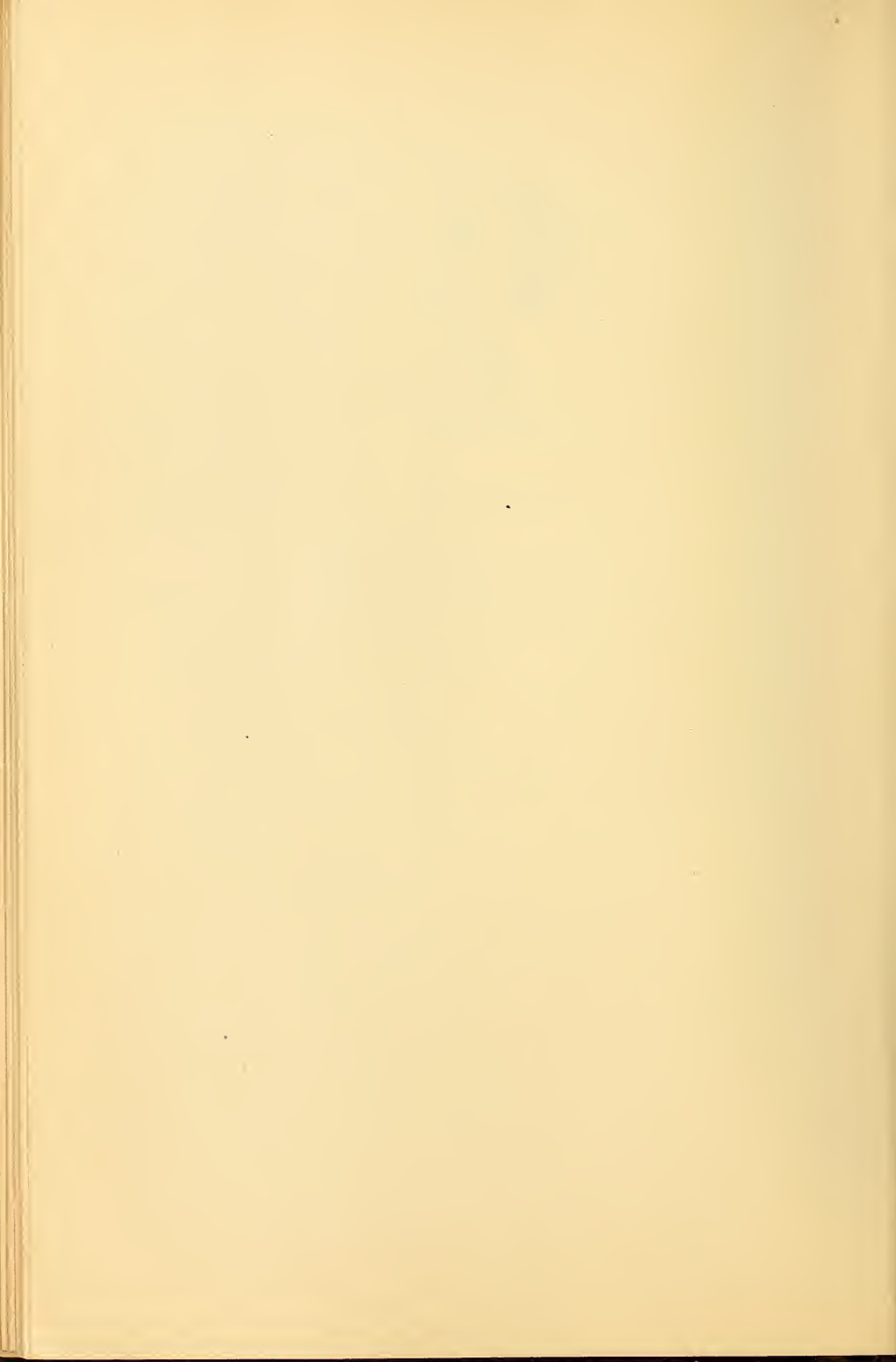
will be found to be a most convenient and pleasant place when you are out shopping. Not only can we supply you with anything in season that you want to eat, but we can give you just what you want to drink, too. You know how important that is, especially if you are a little tired. While everything we serve is of the very choicest and best our prices are always reasonable.





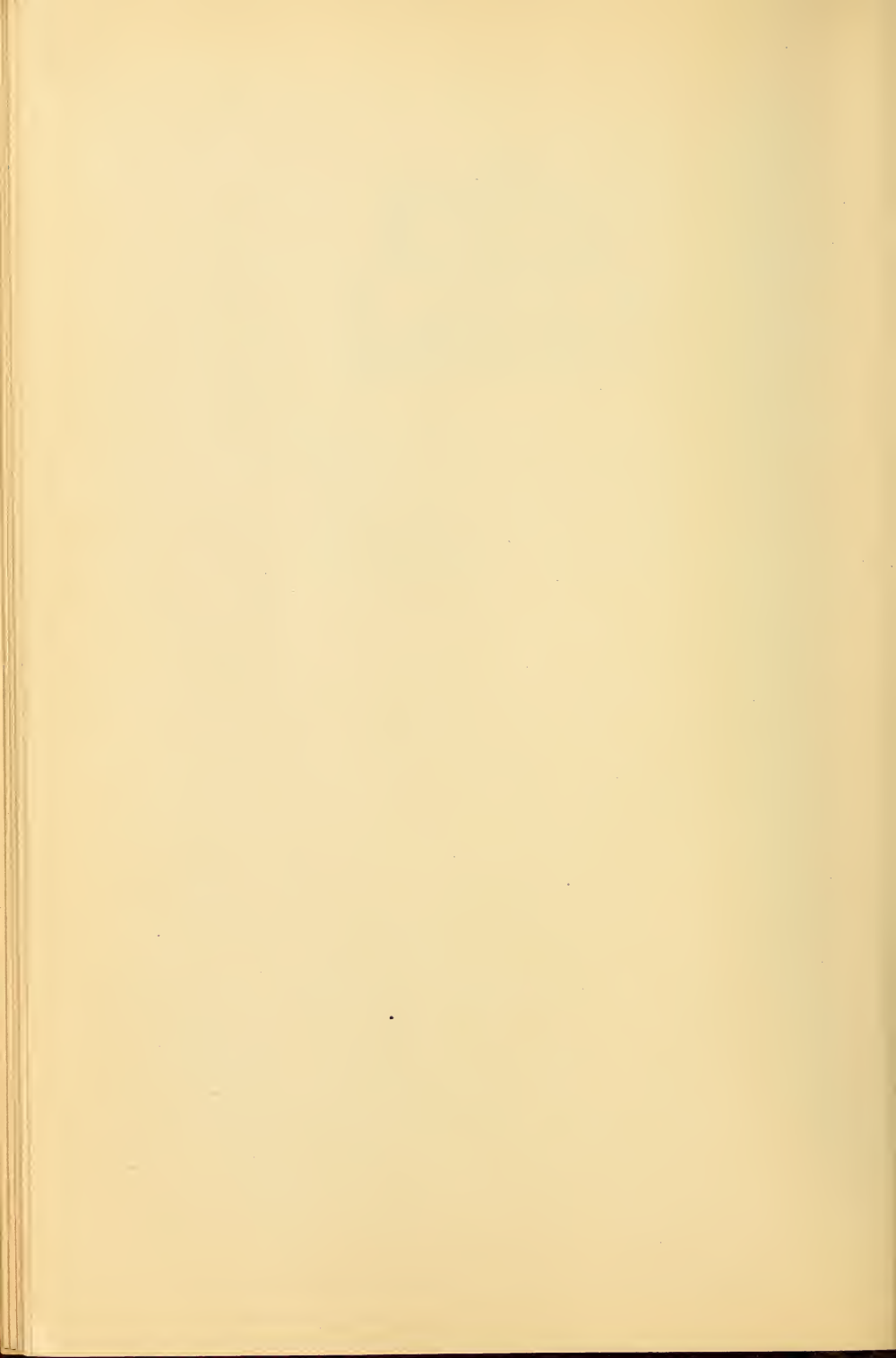
Come Right In.

□ You can safely come in here any time you want to purchase anything in the liquor line without any previous investigation or worry. Whatever you buy here is sure to be right up to the limit of high quality and perfect purity.





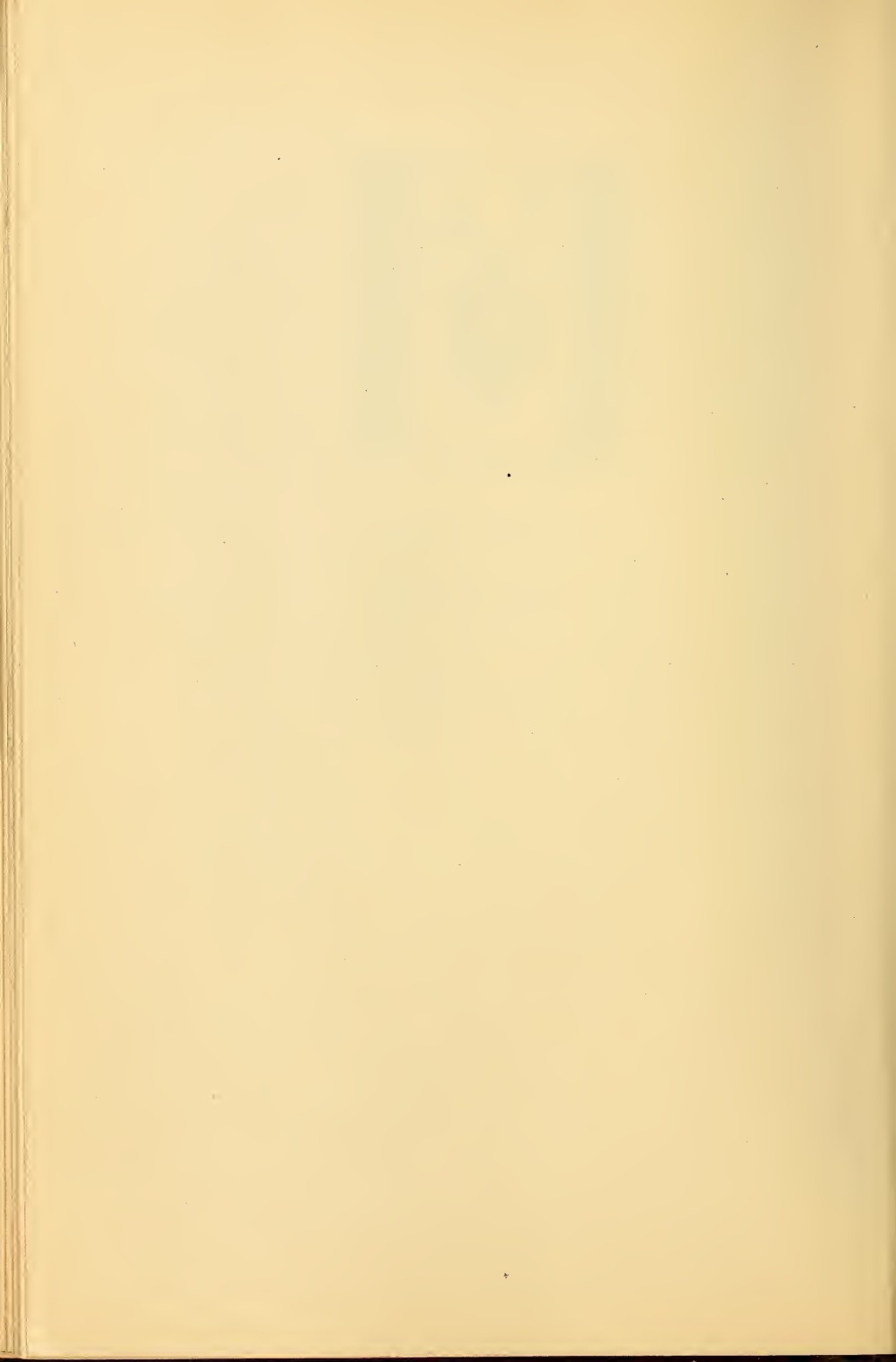
We have inaugurated the custom of serving our patrons with a large glass of pure California Port for only five cents. We do this, not to make money, but to show the people of this town what a fine wine it is—how pure, rich and wholesome. Everybody who tries it is surprised to find that such wine costs only ——— cents a bottle.

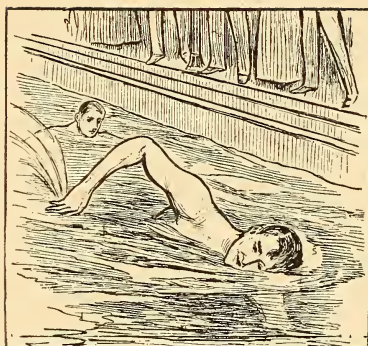




The Highest Possible.

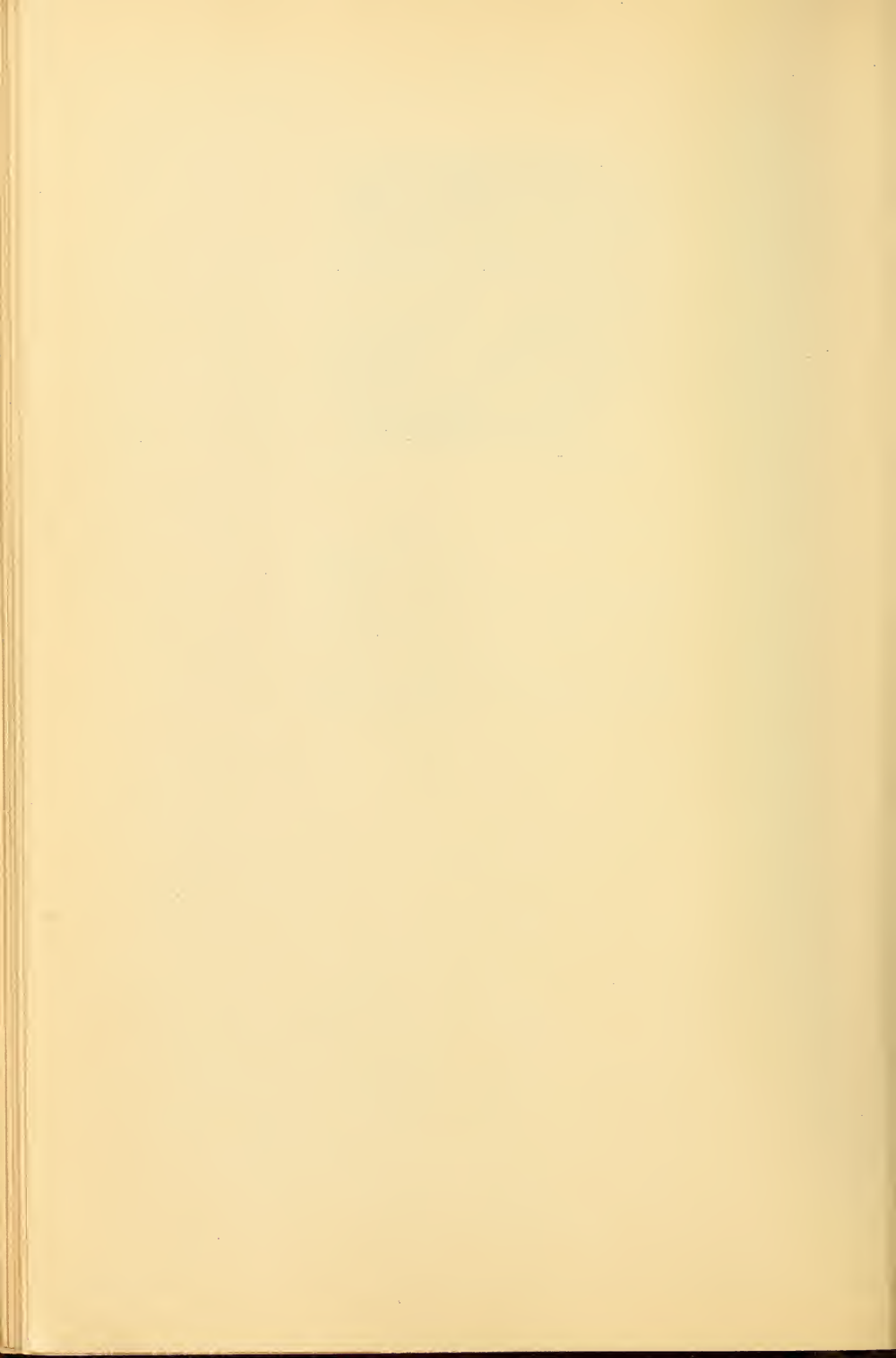
There is a point in the purity of liquor beyond which it is impossible to go. We are sure we have reached that point. We take nobody's word for anything. Every gallon of liquor that comes into this place is personally inspected and tasted before it is bought. We have always tried to give our customers none but the best, and we feel confident that we have succeeded.





If You Want To Be Strong

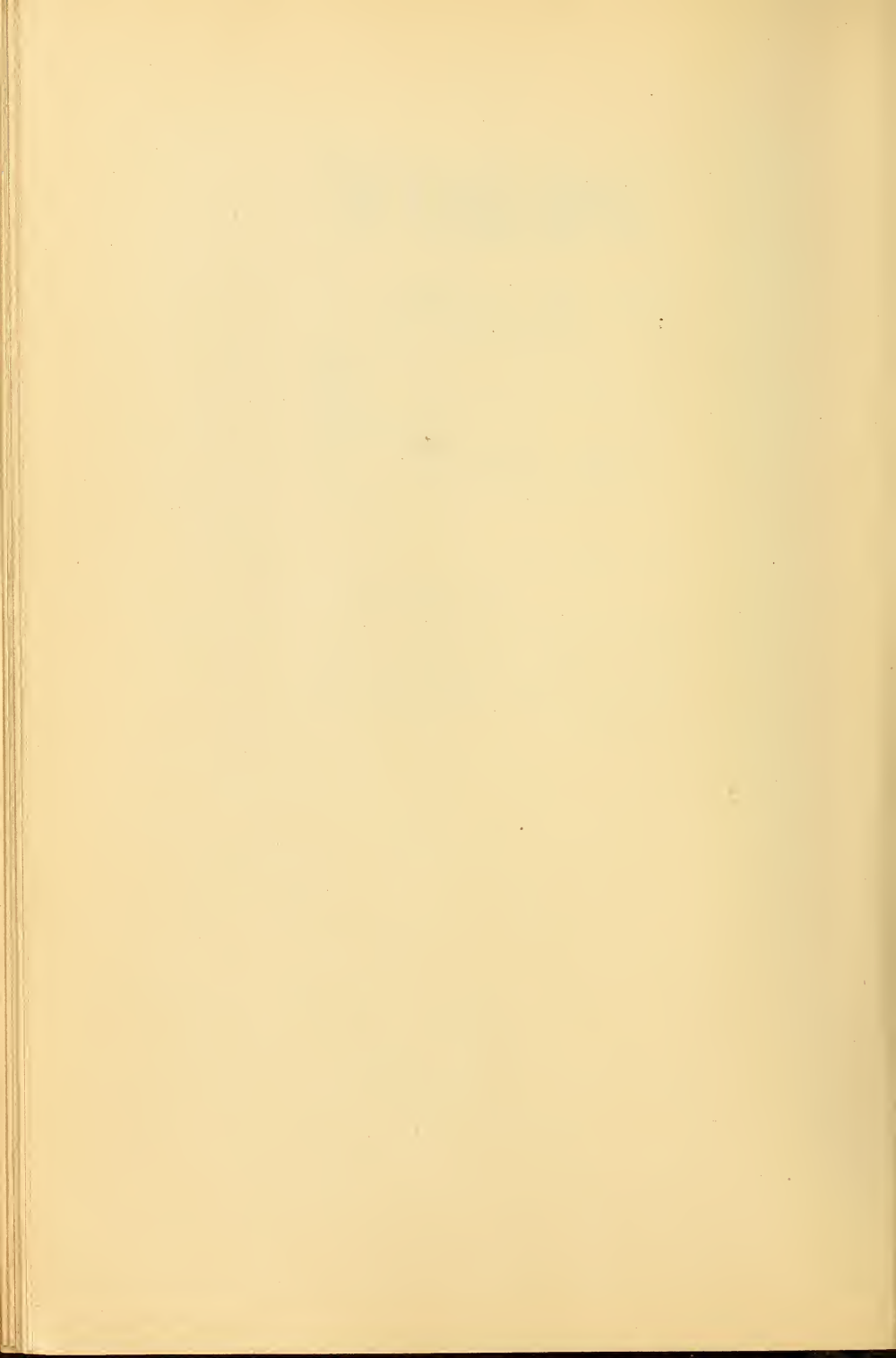
you must have strengthening drinks as well as strengthening foods. Men, whose muscular development is their particular pride, nearly always drink malt liquors of some kind. Good, pure ales and beers build muscle and healthy flesh. We are careful that our malt liquors are perfectly pure, and we know they represent the highest development of the art of perfect brewing.





The Chief Point

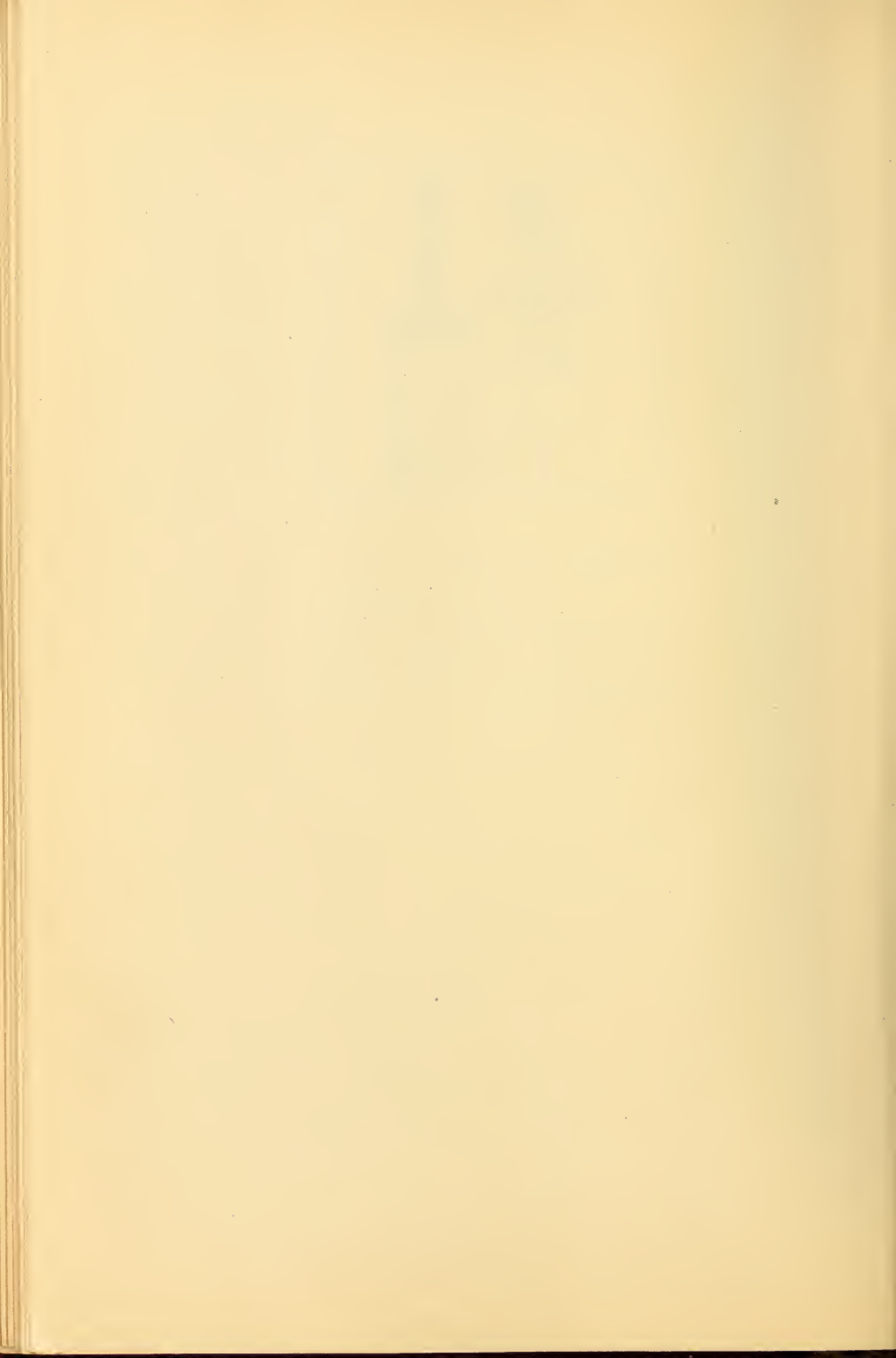
you should consider in buying wines and liquors is the purity. You cannot be too careful about it. You are of course extremely careful about your food, and you should be just as particular when it comes to drinkables. The only safe way is to patronize a store where nothing impure ever comes in.

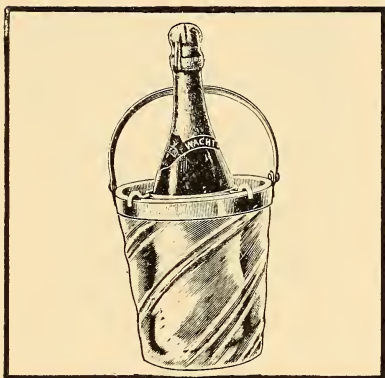




The Bigger The Bottle

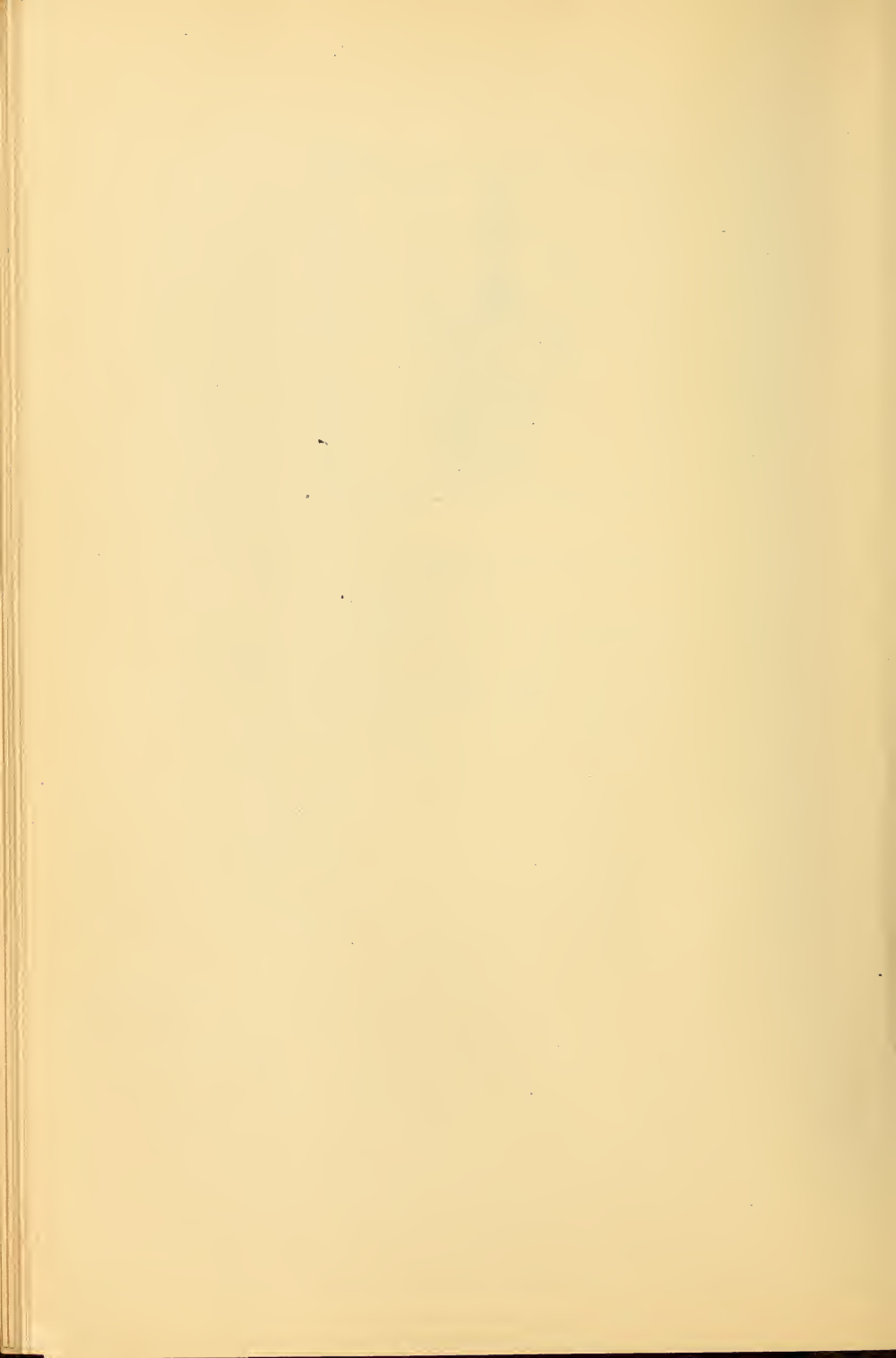
the more likely its contents is to be adulterated, as a general rule. Some of our bottles are big, and some small, but there is not a drop of adulterated liquor in this whole store. We give you everything just as it comes to us, and we are sure that it comes to us right.





Nothing Is More Delicious

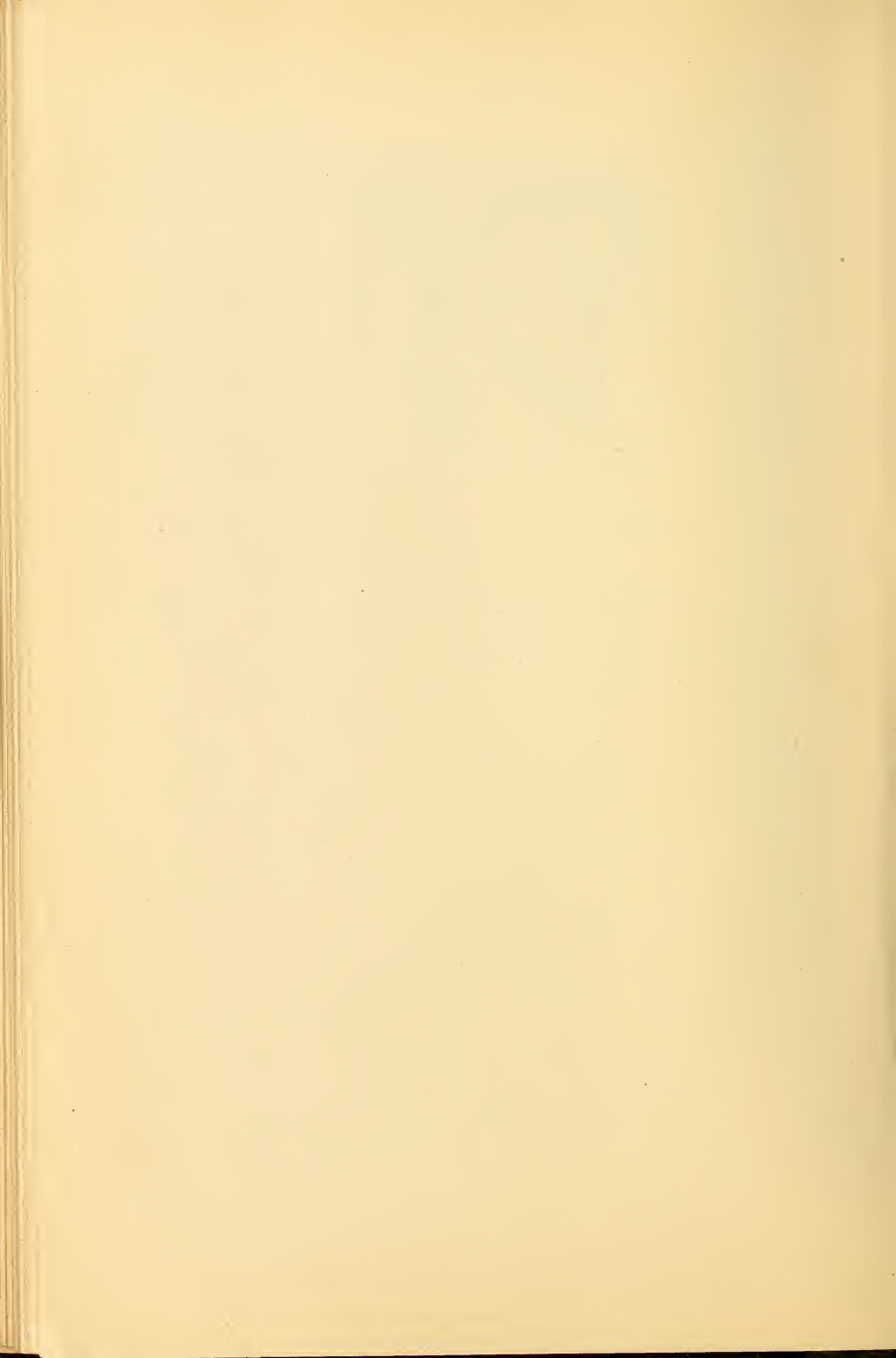
than a really good wine. Very few people are good judges of what wine should be. They buy carelessly and do not get the best. Our customers are perfectly safe, for the reason that we have nothing but the best. Leave your wines to our judgment and you will never go wrong.





High Livers

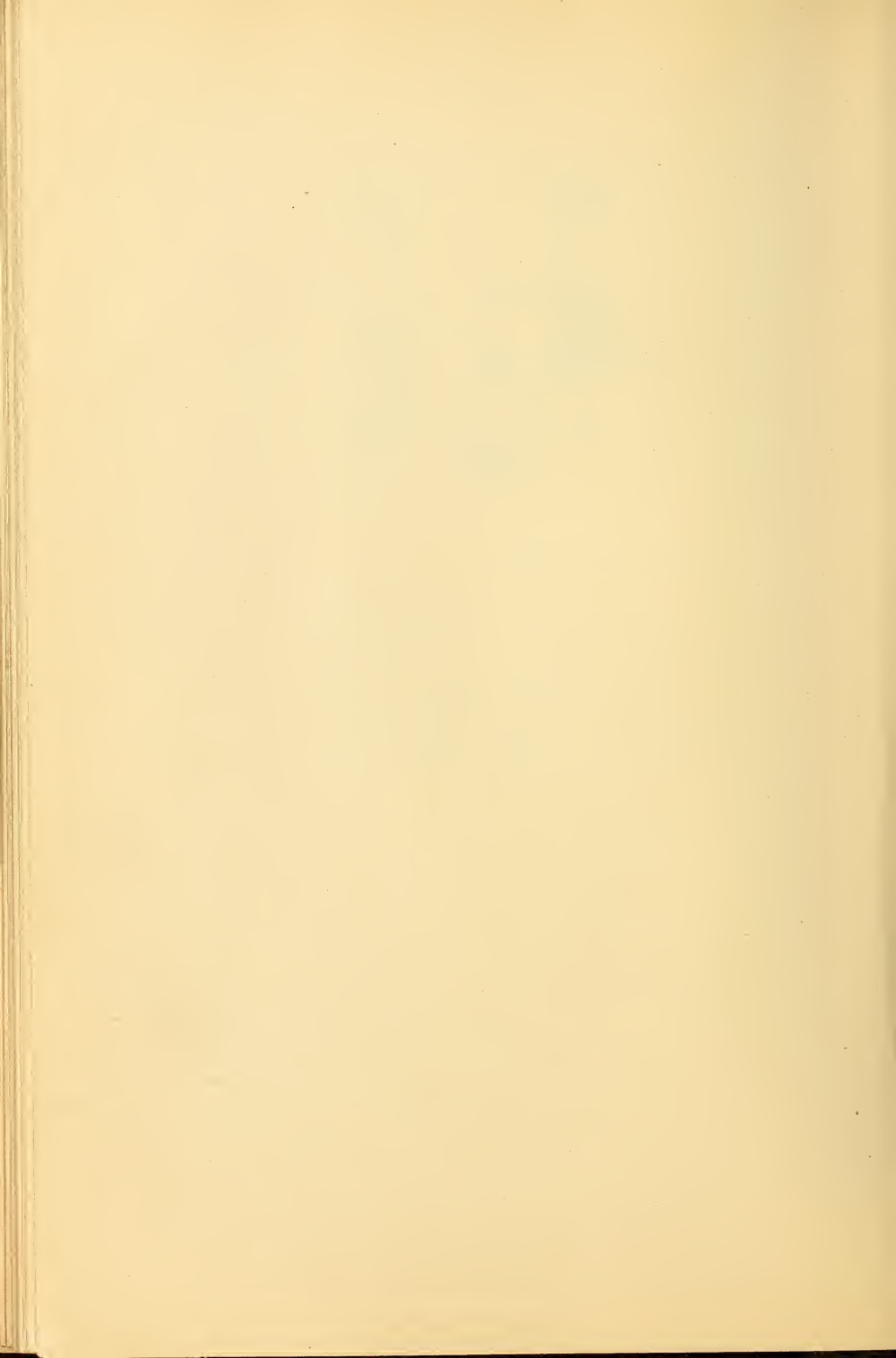
are naturally the best judges of what is good to drink. It is a notable fact that the people in this town who live best and know what is best in the line of drinkables are our steady customers. We please them, and we can please you and keep you pleased.





Our Wine Trade

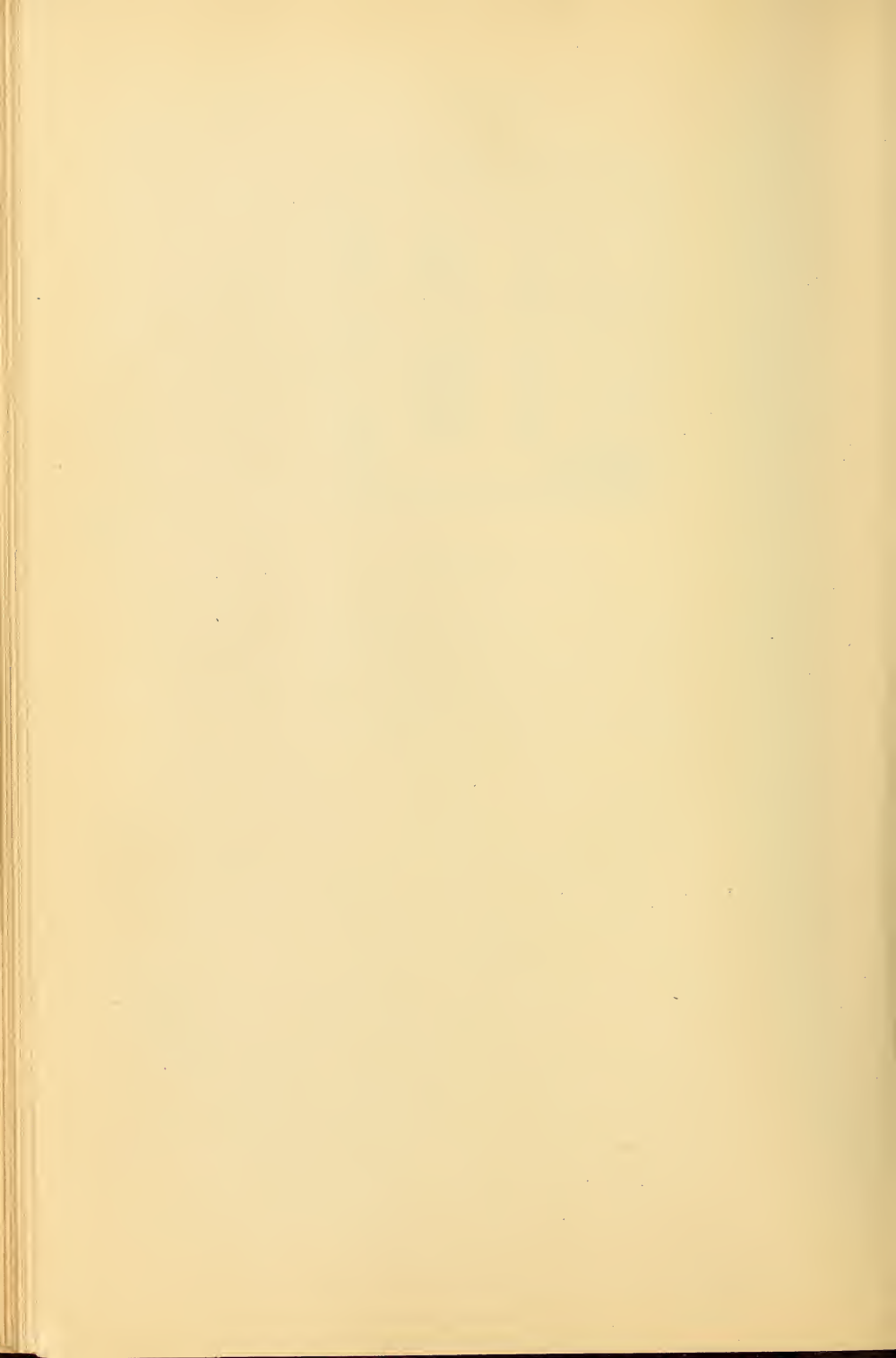
is constantly increasing. We are now serving many families with wines of all kinds, and we would be glad to have your name on our list. We not only have a full stock of the high class and costly wines, but many good California and other American wines which are fine in flavor and extremely low in price. Nowadays everybody who likes wine can afford to drink it.





A Fine Medicine.

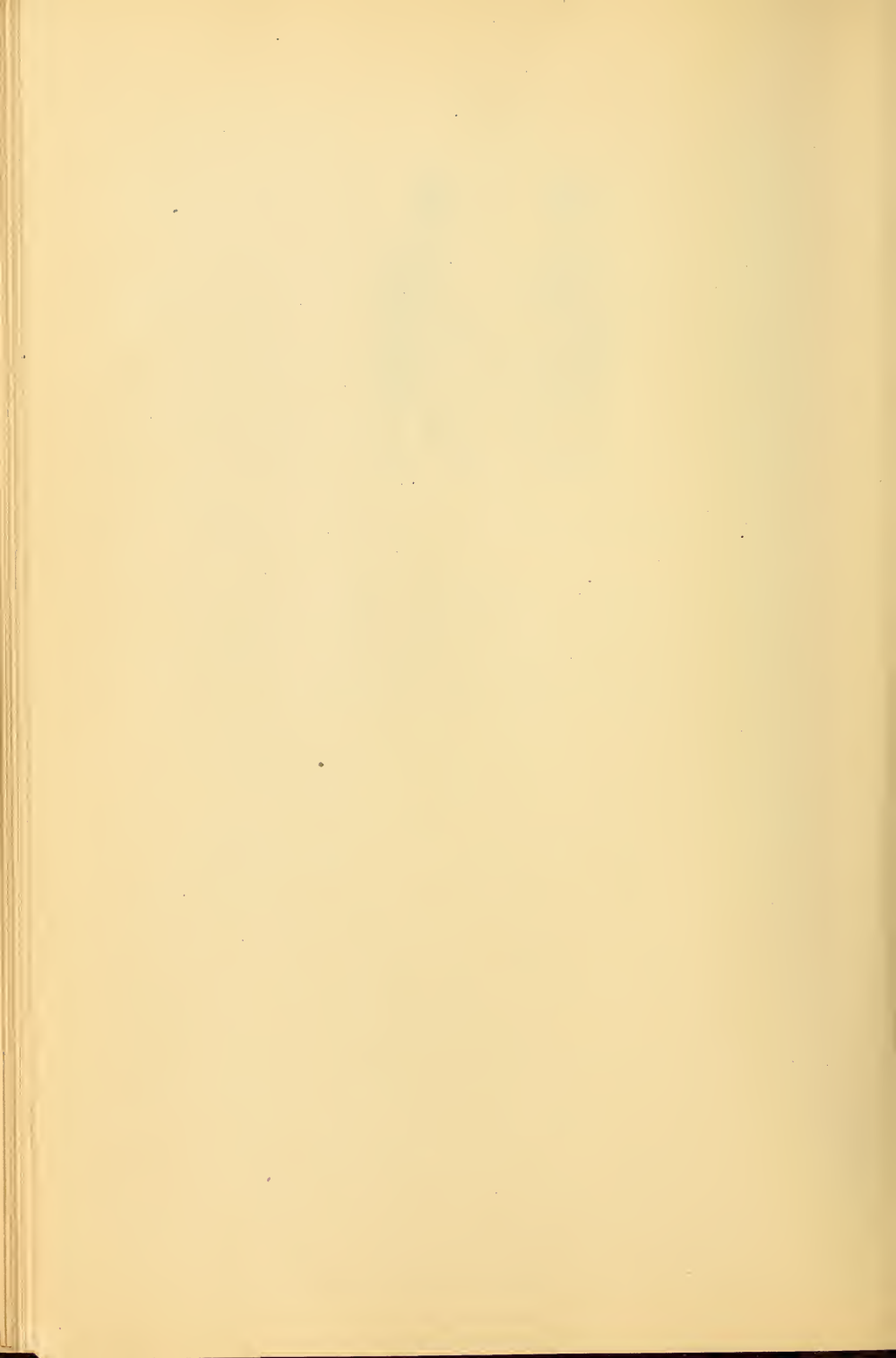
Any physician will tell you that Holland Gin is one of the finest tonics known to medical science. Habitual gin drinkers are uniformly robust, hardy and healthy people. Our Holland Gin is real Holland, and we guarantee it to be perfectly pure. When you feel in need of a tonic, try a little of it in preference to drugs.





Extremes Meet

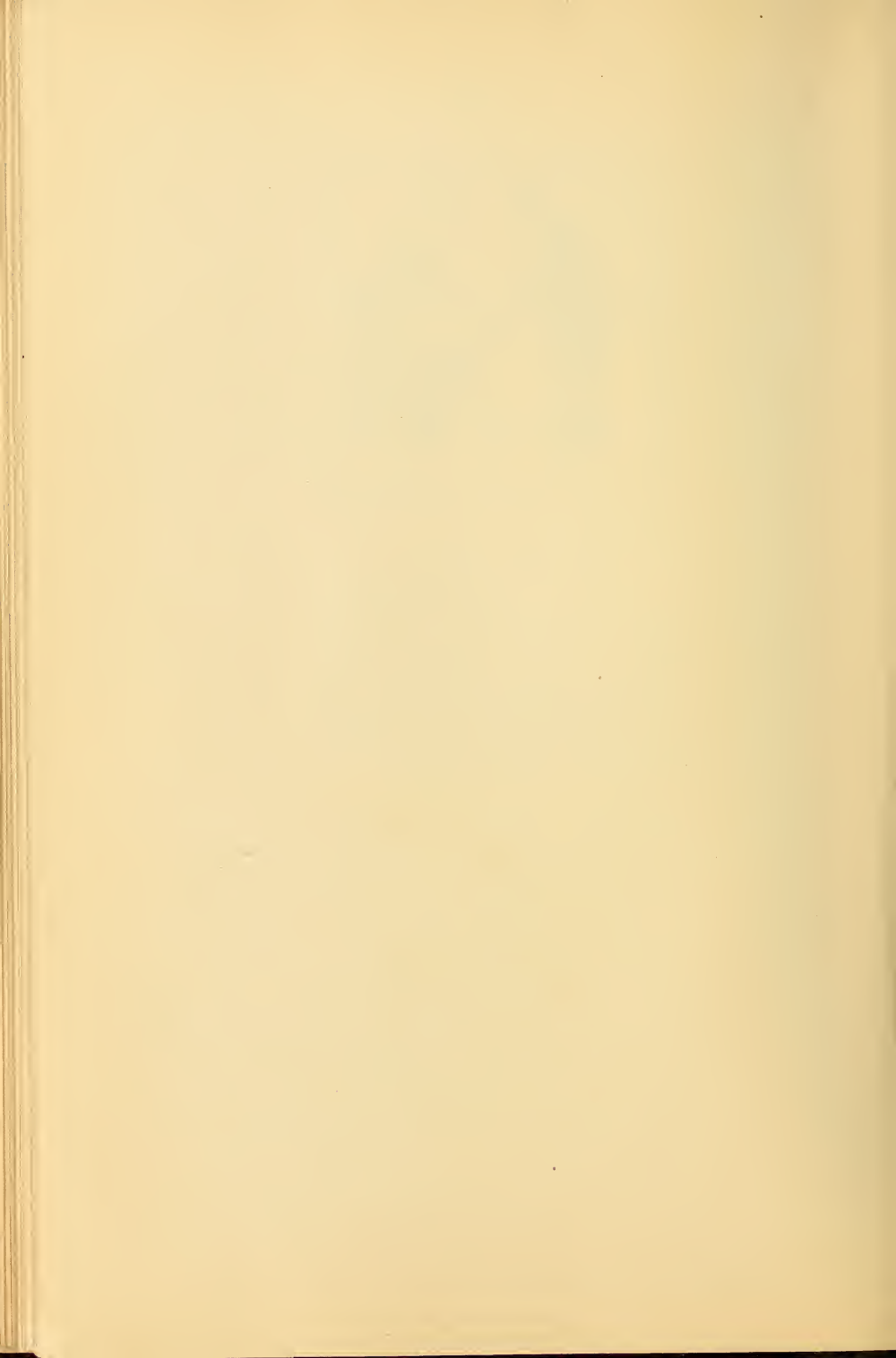
in this store. You can get anything you want, from the highest-priced wine down to the common, ordinary beer and ale of commerce. Everything is good, though—the beer is just as good in its way as the expensive wines are in theirs. If you haven't been in, come in and let us show you how true it is.





We Want Your Order

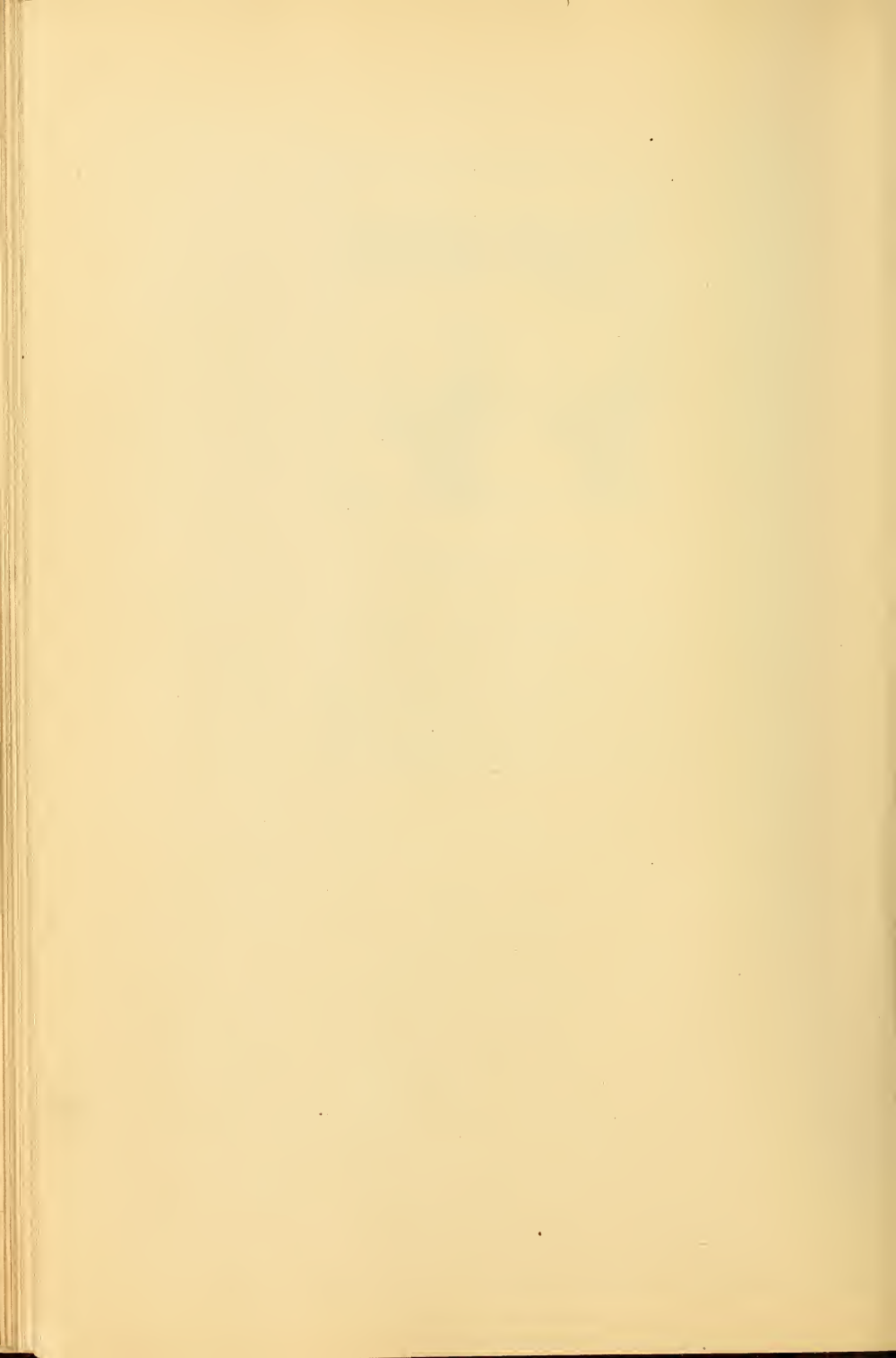
for anything, from a case of beer to a barrel of whiskey. We furnish a great many of the most critical people in town with beer, ale, wine and liquor for table use, as well as whiskey and brandy for the medicine chest. Make out a list of the things you ought to keep in the house and let us fill it for you. You will find that we will give you the best and save money for you at the same time.





Duplicate Orders.

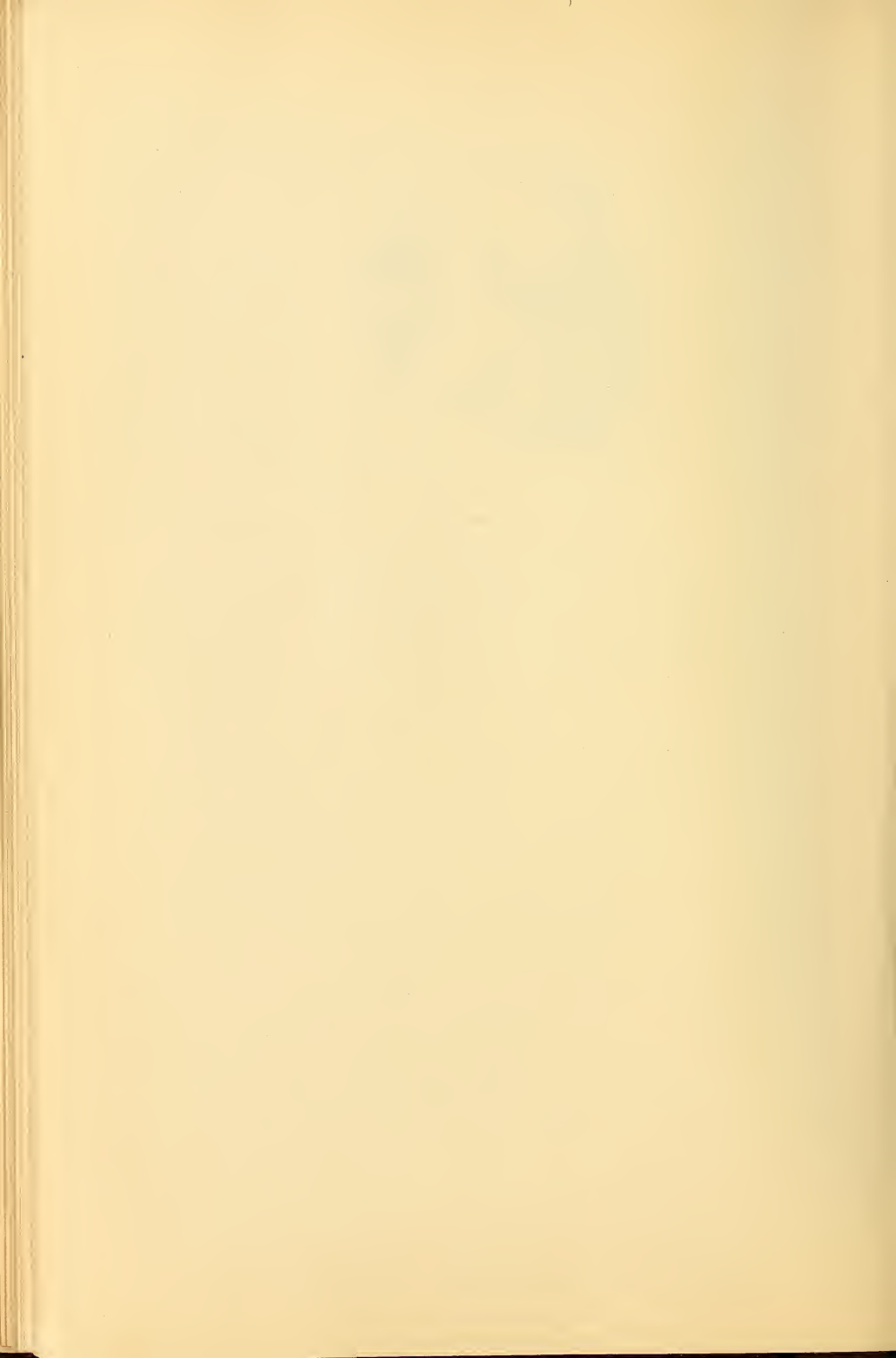
"Send me some more of the same" is an every-day expression with us. People who are induced to give us a trial are almost sure to come back and to keep coming. Let us supply your table or your medicine closet, and we feel sure that we will add your name to our list of steady customers. We know we can give you the best to be had, and we know too that we can save money for you.





Come In And Try it.

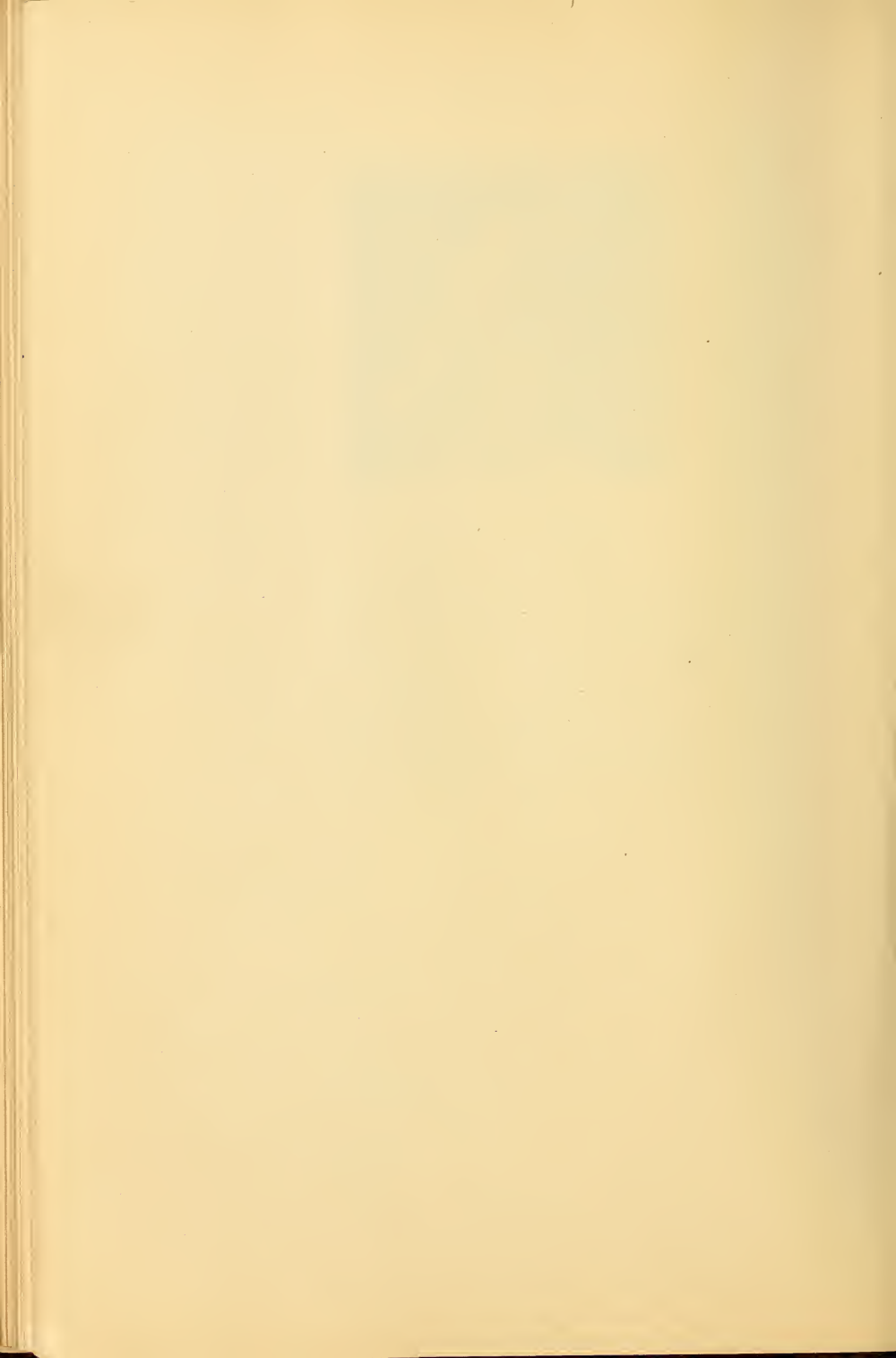
The proof of the pudding is the eating,
and the proof of the wine is the drinking.
We don't ask you to take our word for any-
thing. If you are skeptical about the
superiority of our goods, just come in and
say so, and we will soon prove to you that
you are wrong.





The Best On Earth.

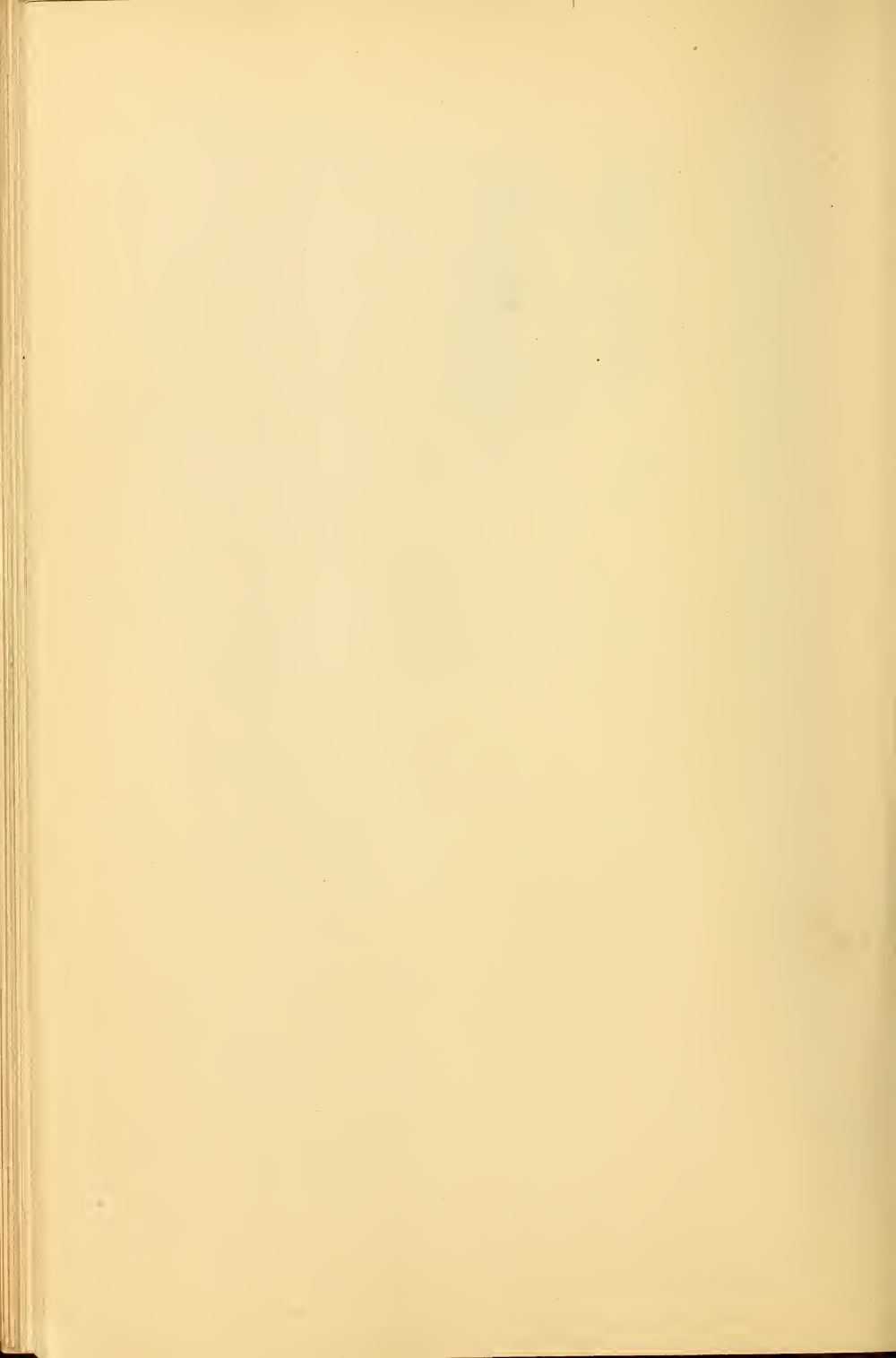
There is always a best of everything, and that is true of wines and liquors as well as of everything else. It takes a great deal of time, trouble and expense for us to always make sure that we get the best, but we cannot afford to trifle with our customers. No matter what it costs we get the best to be had, and we feel that we deserve the steadily increasing patronage of the most critical people in this town. Such prices as these, too, are an important factor in our success.





No Publicity.

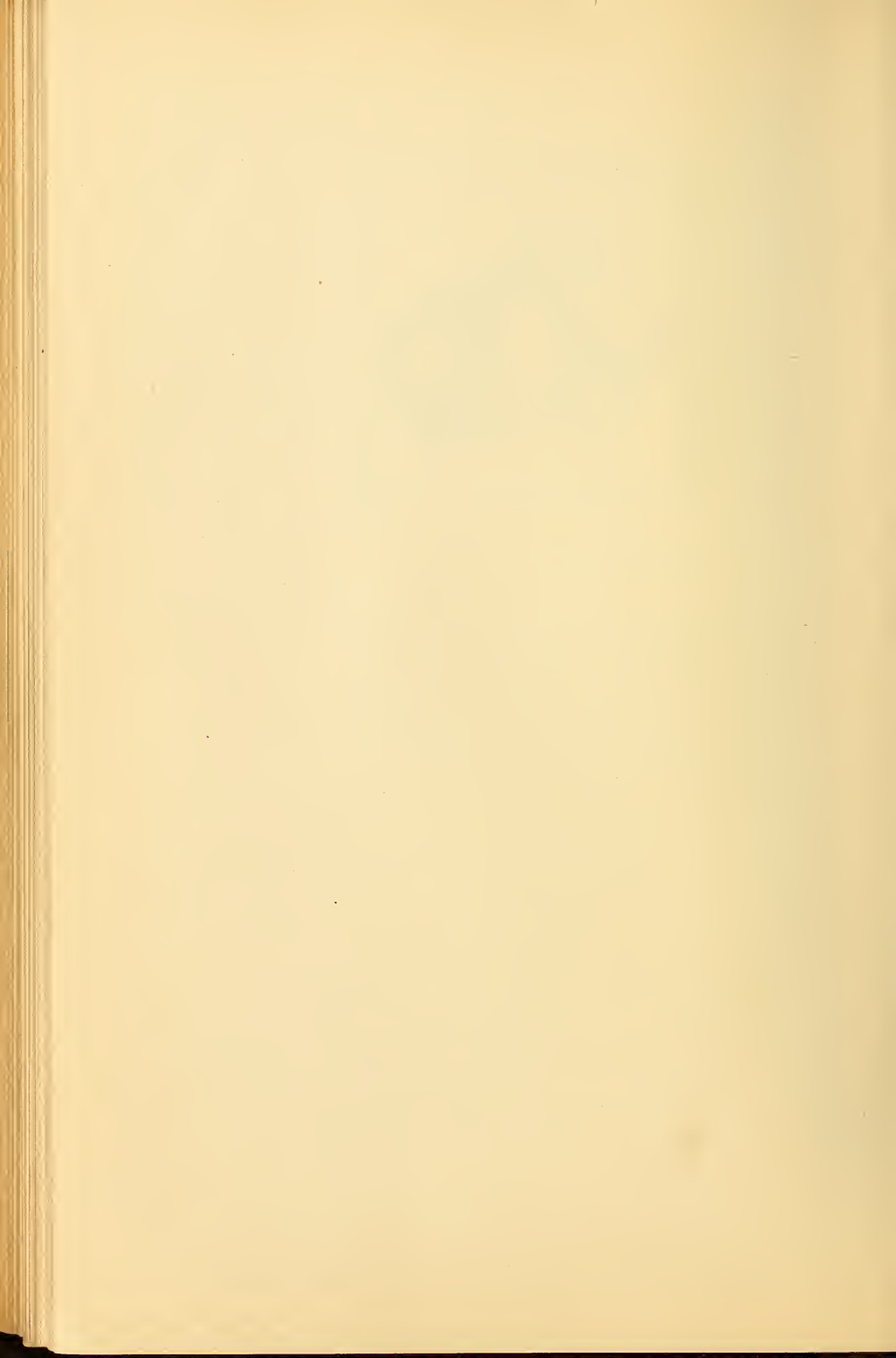
Lots of people who like a little something to drink now and then object to the publicity generally attached to it. There is no use of any publicity. Let us know what you want and we will deliver it to you without any one being the wiser.





Very Old People

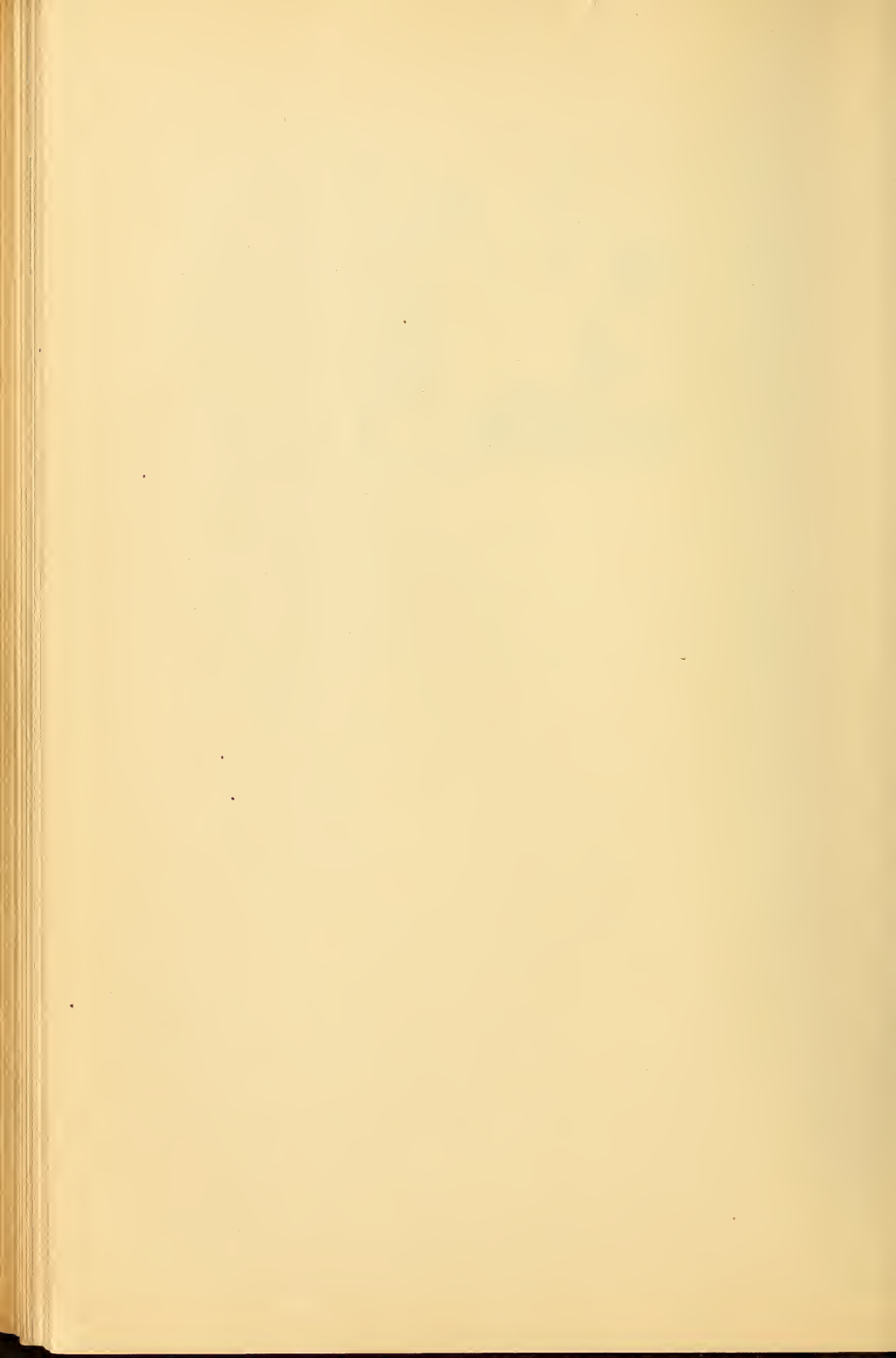
need a little stimulant, and need it frequently. If there are any elderly people in your house, it is your duty to keep a little good whiskey or brandy constantly on hand. We have some very fine old brandy which has been in our possession a long time and which has never failed to give satisfaction to the most critical people. We would be glad to have you try it.





We Do Not Juggle

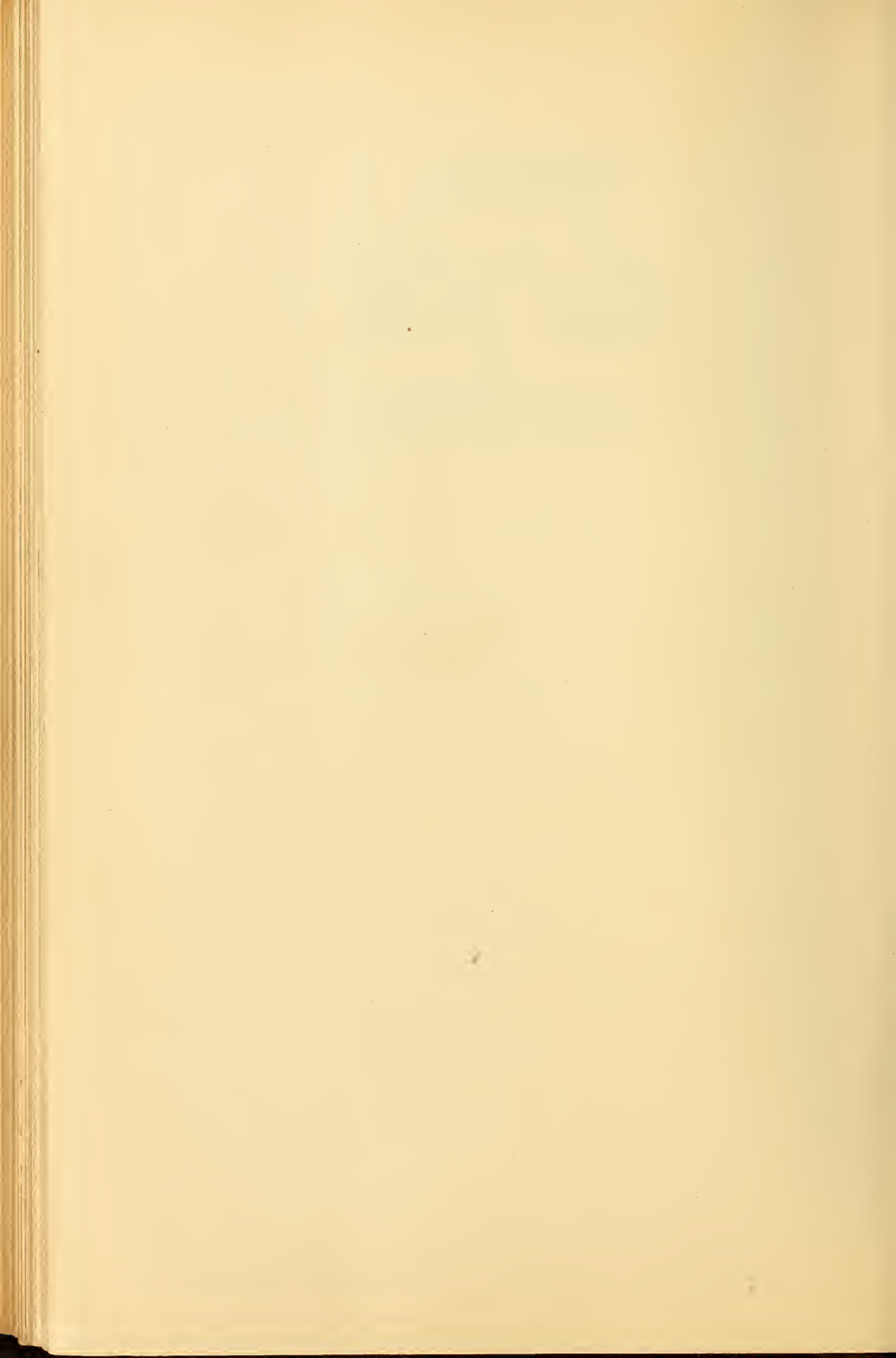
with the wine question.
We know what wines are best, and how they should be properly stored and kept so as to be perfect in flavor. We have many kinds of wines at many prices, and each is the best of its class. Let us supply your table.





**When You Treat
Your Friends**

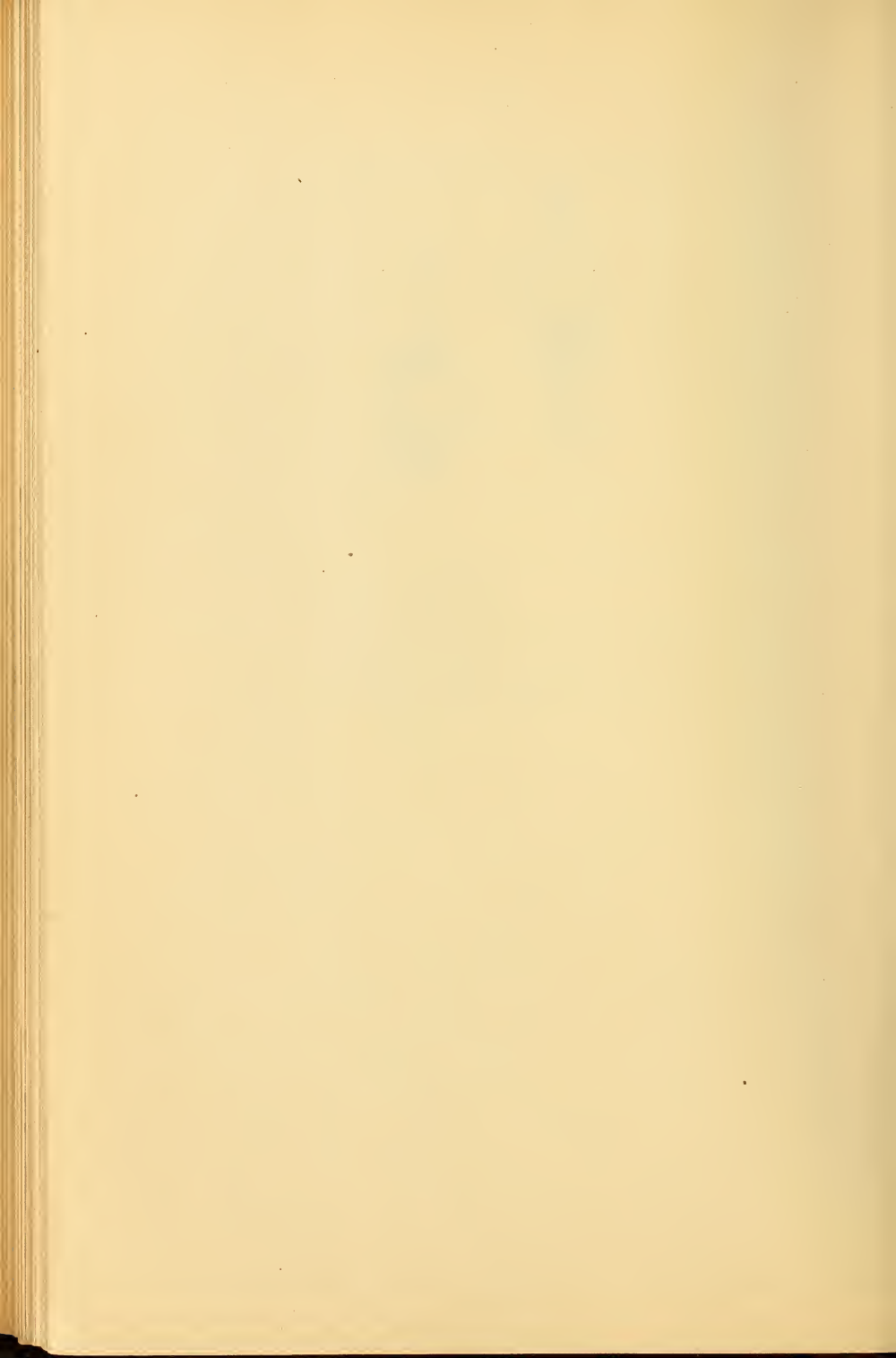
don't give them anything that will make them sorry they met you. It doesn't cost any more to get the best than it does to put up with an inferior article. It doesn't cost any more to come here, where you will be sure, than to go somewhere else where you will be uncertain.





The Dryer The Wine

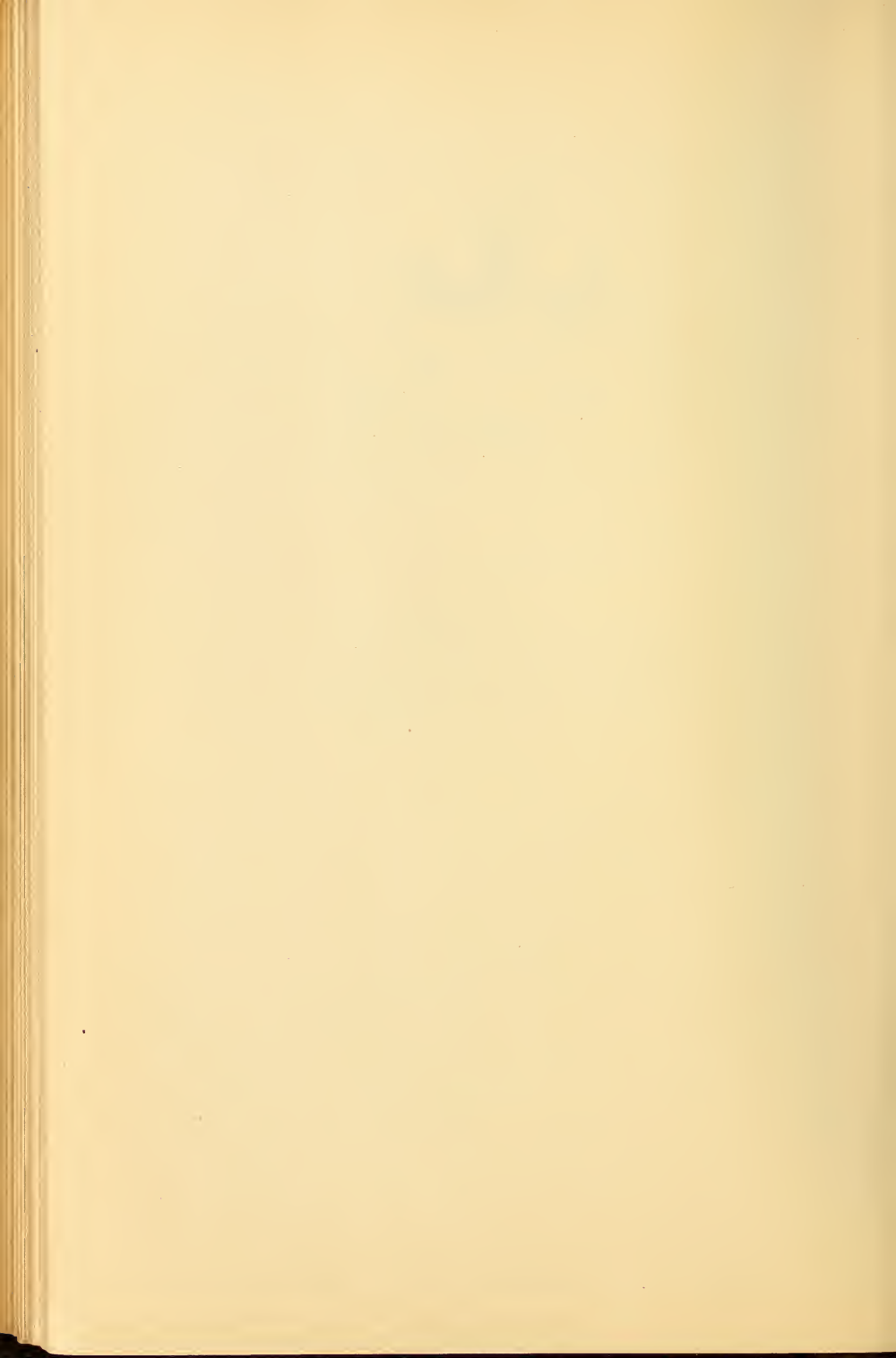
the wetter a drink it makes. Our fine, old Extra Dry Champagne is just the thing for your table on festive occasions. While you are about it give your friends good wine. It costs no more than the ordinary kinds, but there's a great deal of difference in the quality.





**When You Are
In A Hurry**

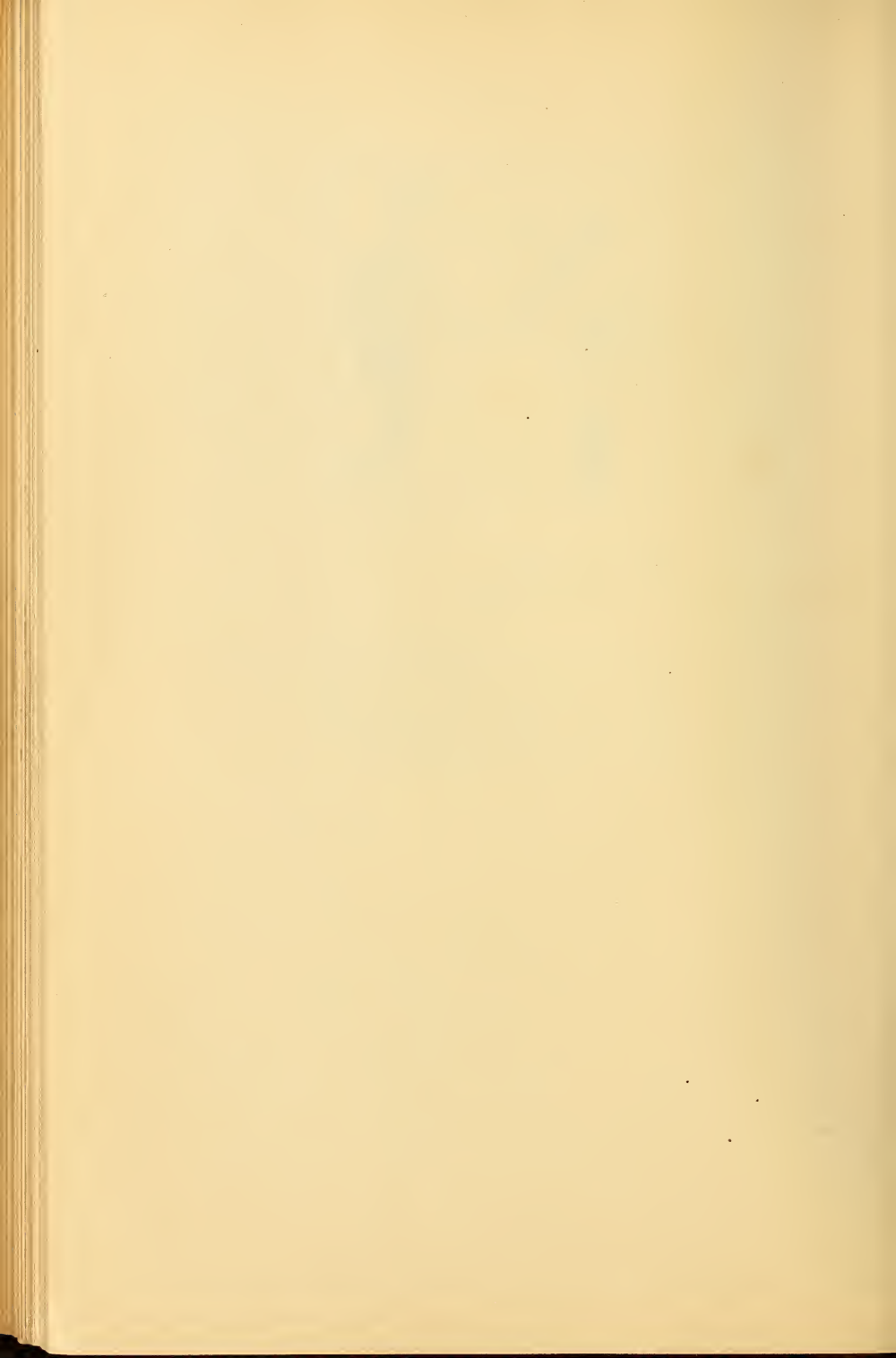
just telephone us and we will send up anything you want. When company comes and you want a bottle of wine or two, and want it quick, here is the place to get it. The service will be quick, the wine exquisite and the price reasonable.





**When It's Time
To Go Home**

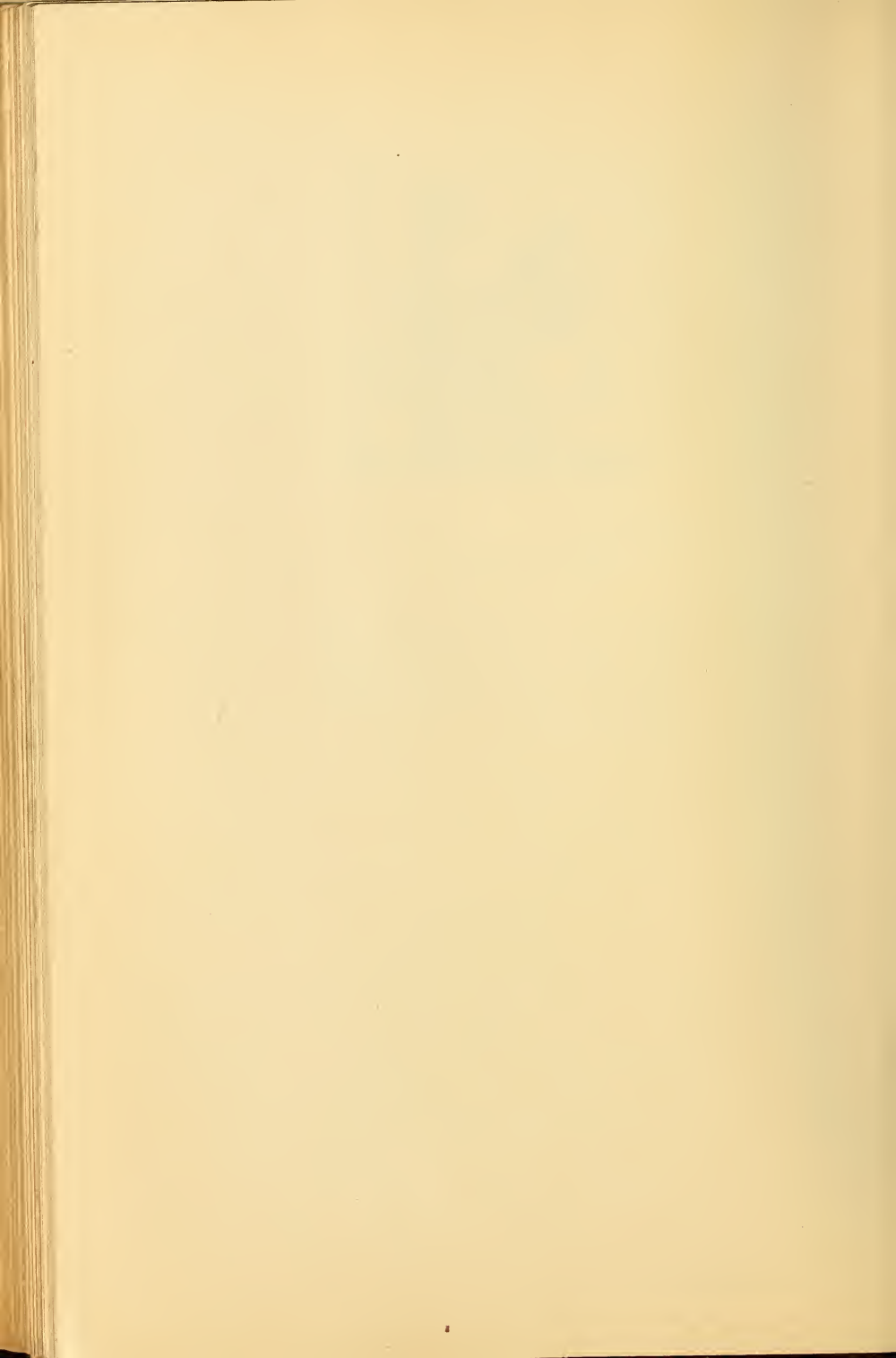
drop in here and call for your favorite drink. Bad liquor taken just before retiring is about the worst thing a man can put in his stomach, but a little good, pure whiskey will make his sleep better and make him feel better in the morning. Here is the place to get the best.





**If You Like
Fine Whiskey**

try our pure Old Kentucky Rye. It is bottled in bond and the United States Government guarantees its age and purity. There is no better whiskey to be bought at any sum, and we would like to have you come in and try it and take a bottle home with you.





Hot Scotch

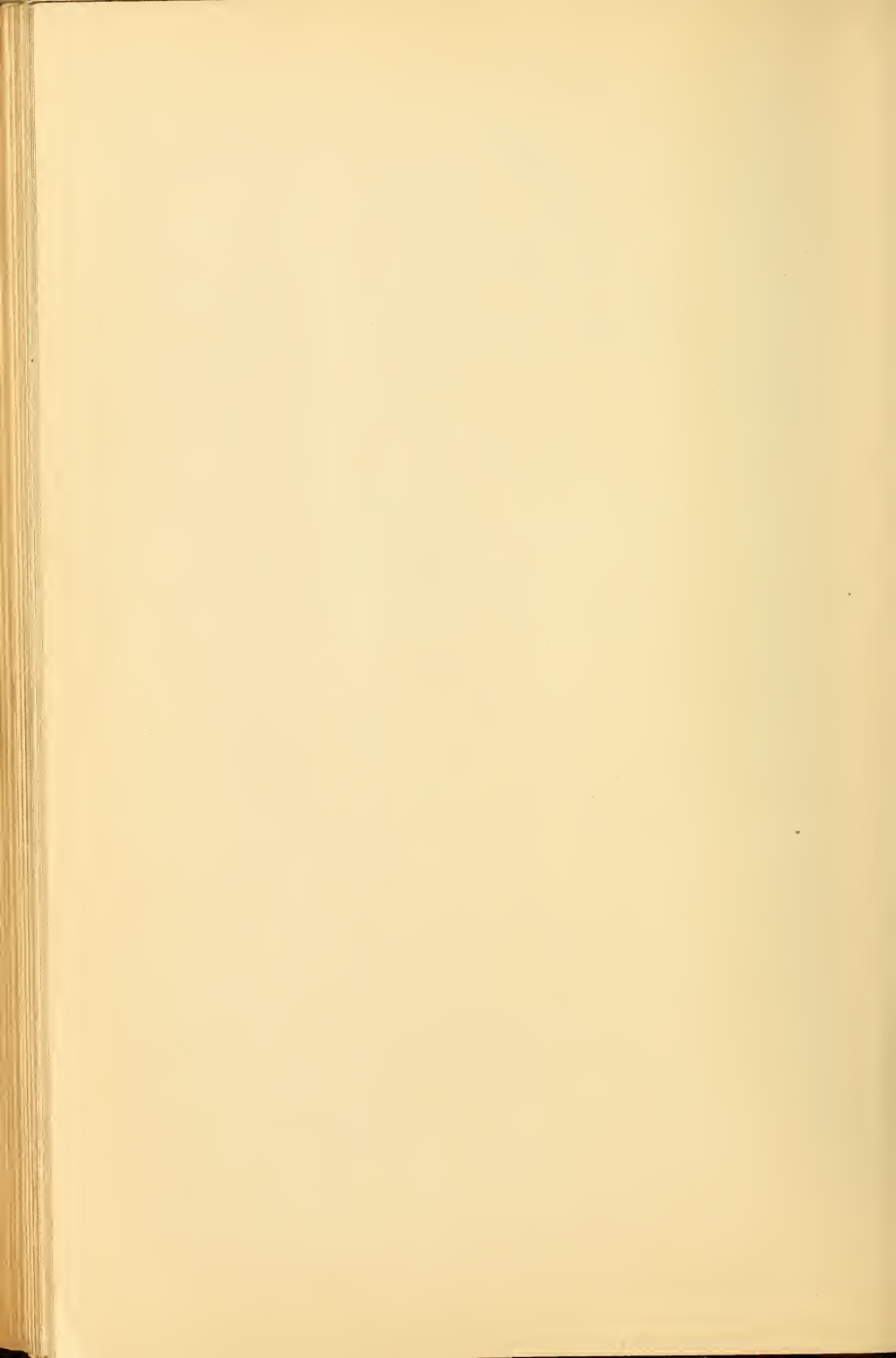
is a favorite drink with a great many people at this time of the year. If you like it, drop in the first time you are going by and let us make you the finest Hot Scotch you ever tasted. Our Scotch Whiskey is unsurpassed.





Night Caps.

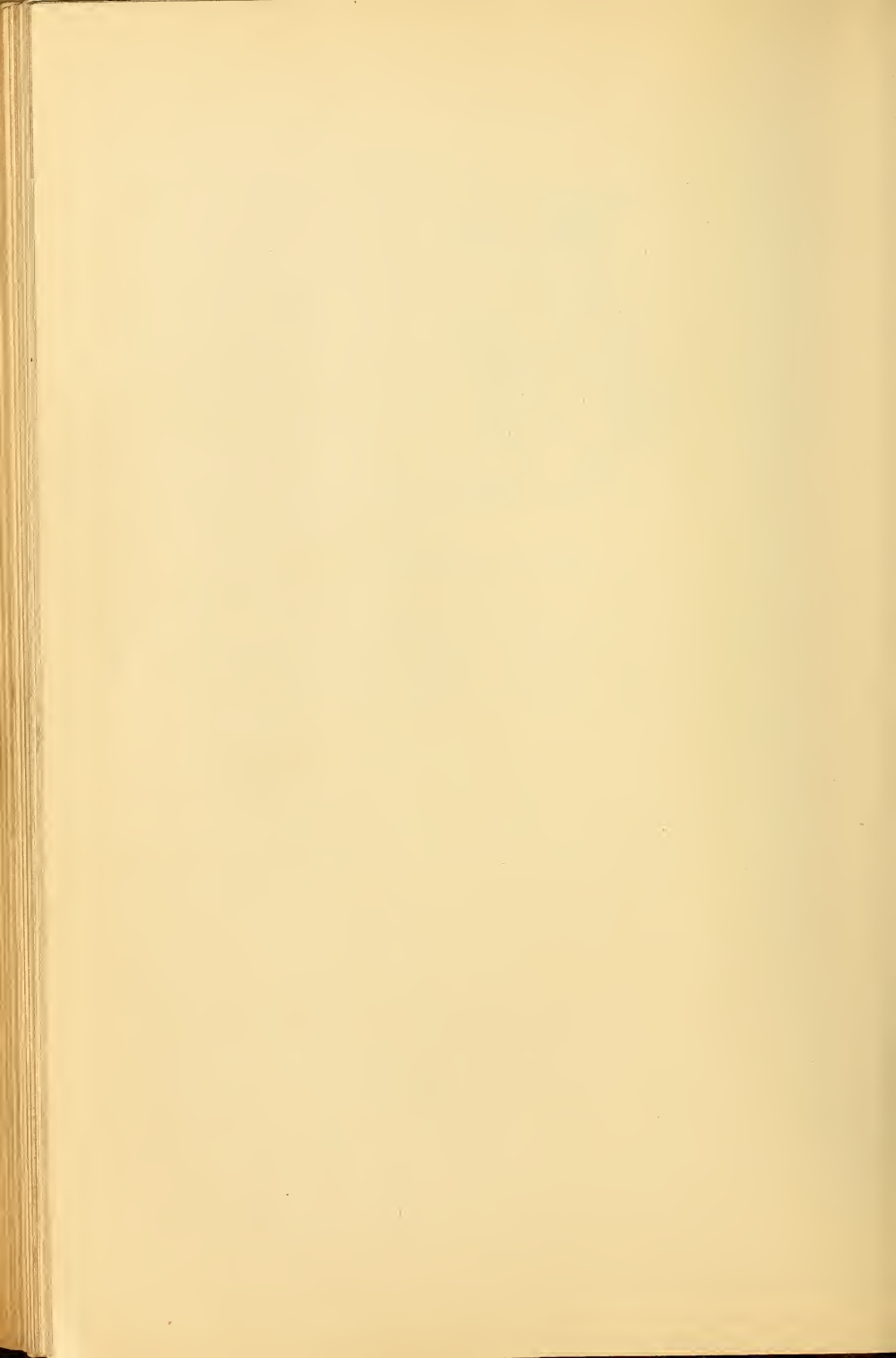
A great many people are fond of a little something to drink before they go to bed but do not like to go out and get it. The proper thing to do is to keep it in the house. We make a specialty of the night-cap trade. Whatever your favorite drink may be, you won't enjoy it nearly so well if it doesn't come from here. Put it to the test and you will agree with us.

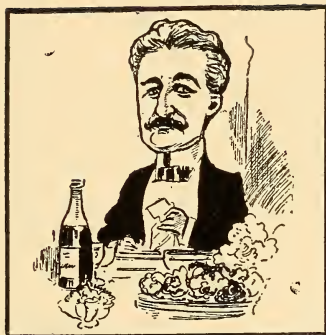




A Place For A Gentleman.

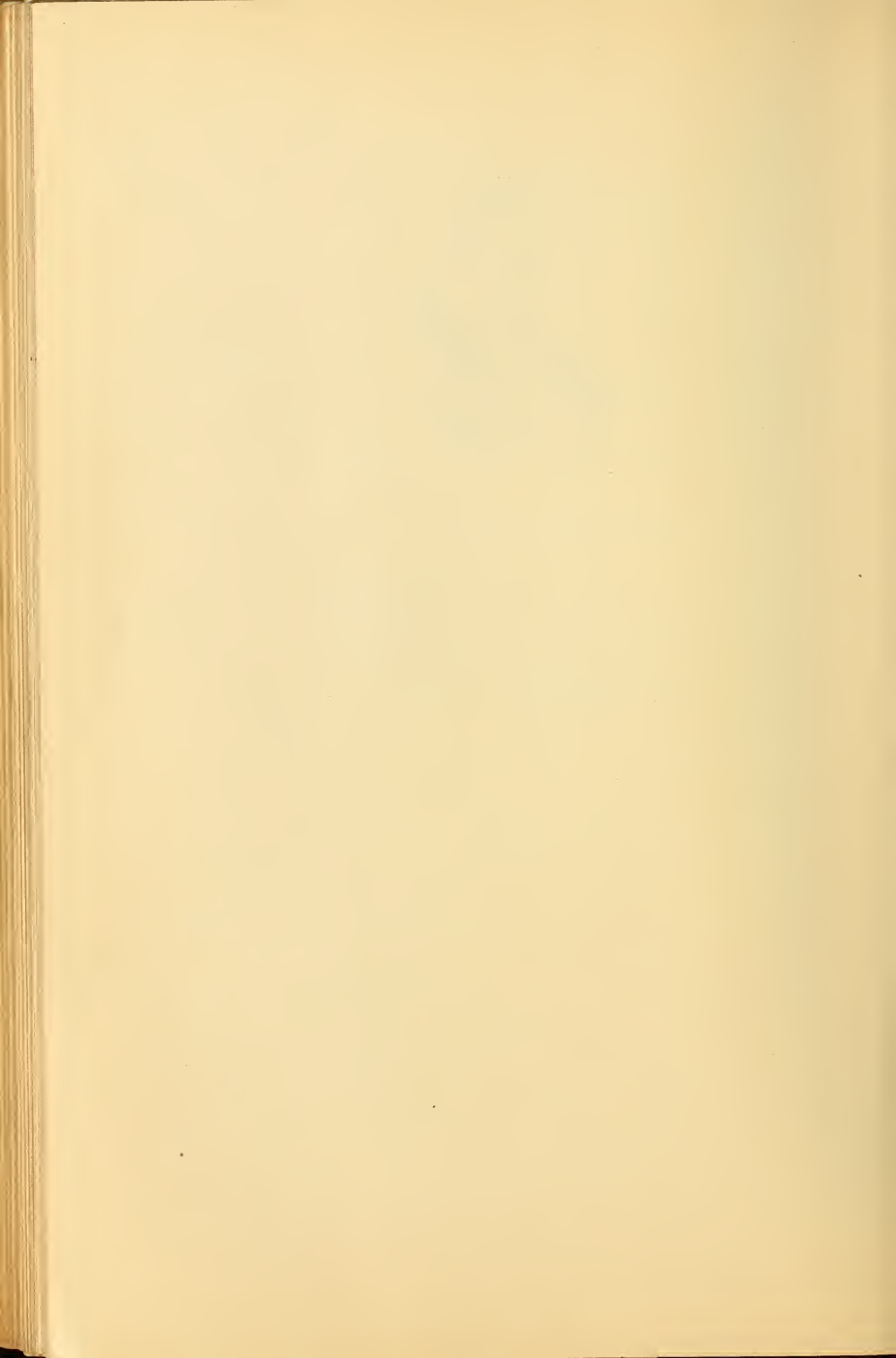
This store is a place where gentlemen congregate. We do not cater to the undesirable class of customers, and take every possible pains to keep our store free from everything objectionable. We want the trade of gentlemen, and we are doing everything we can to get it.

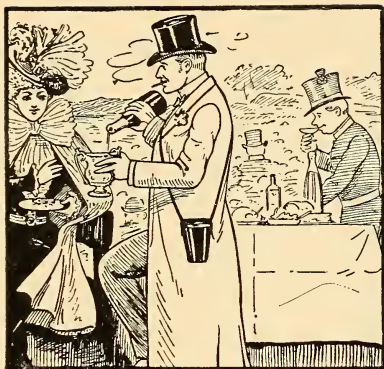




Your Favorite Drink

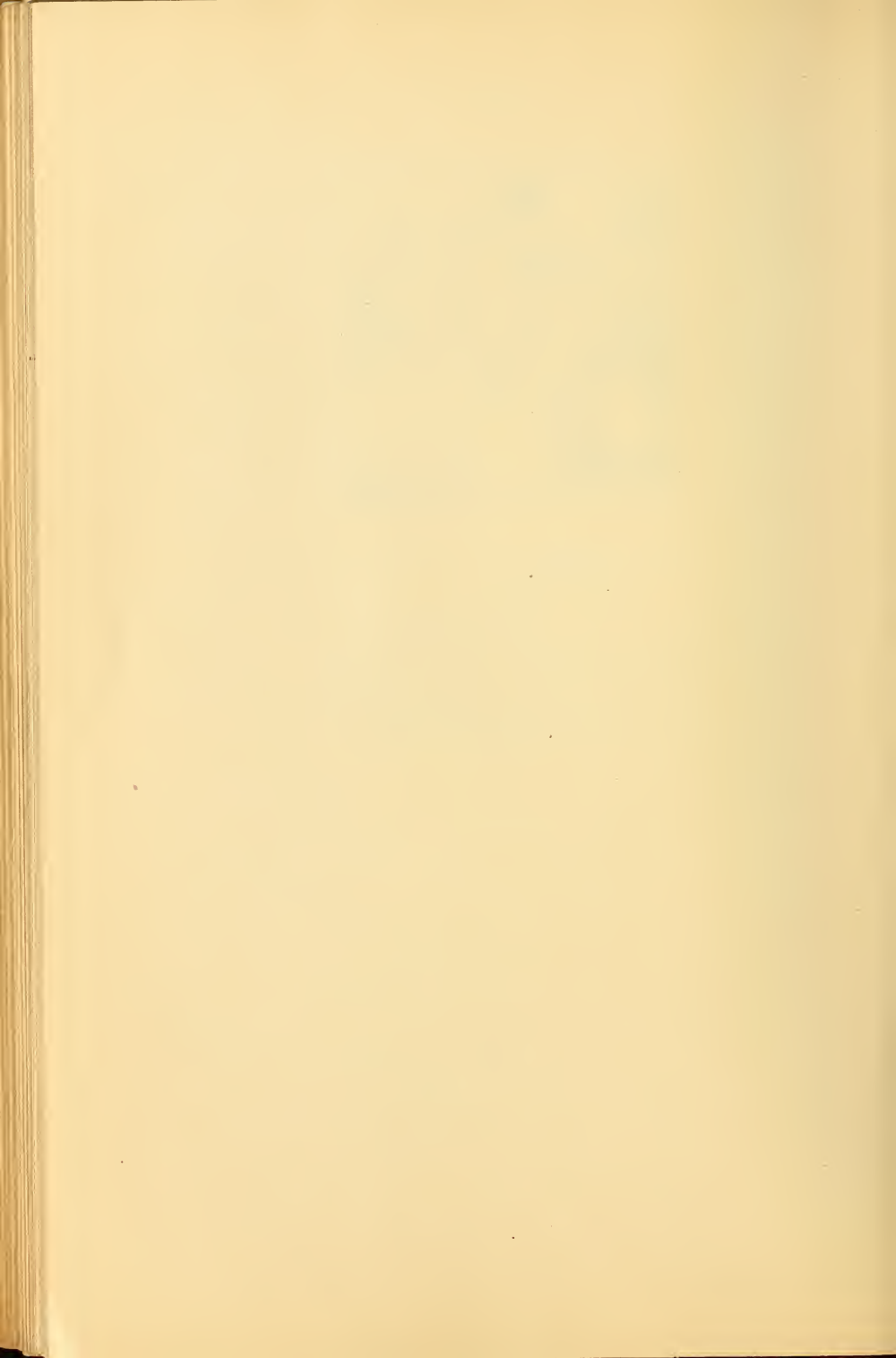
with your meals is sure to be found here, and we would be glad to serve your table with anything, from bottled beer to champagne. There is nothing in the whole catalogue of wines and liquors that you cannot find here, and everything is at the lowest possible price consistent with such high qualities.





**When You Go
On A Picnic**

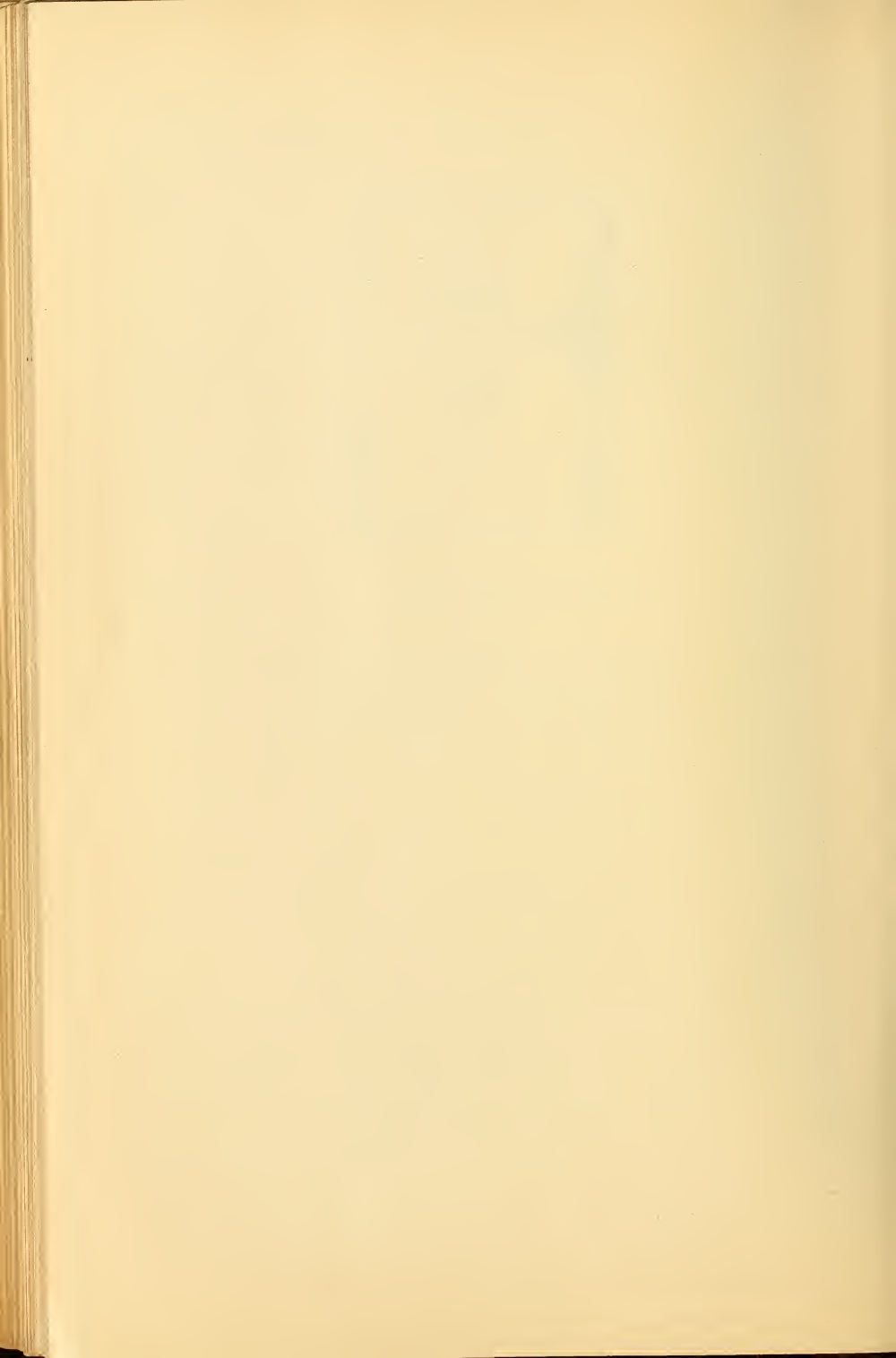
don't forget the drink-ables. Come around to us and let us give you just what you ought to have, at the price you ought to pay. We make a specialty of putting up wines and liquors so that they can be carried safely and conveniently and kept at the right temperature.





We Want To Introduce

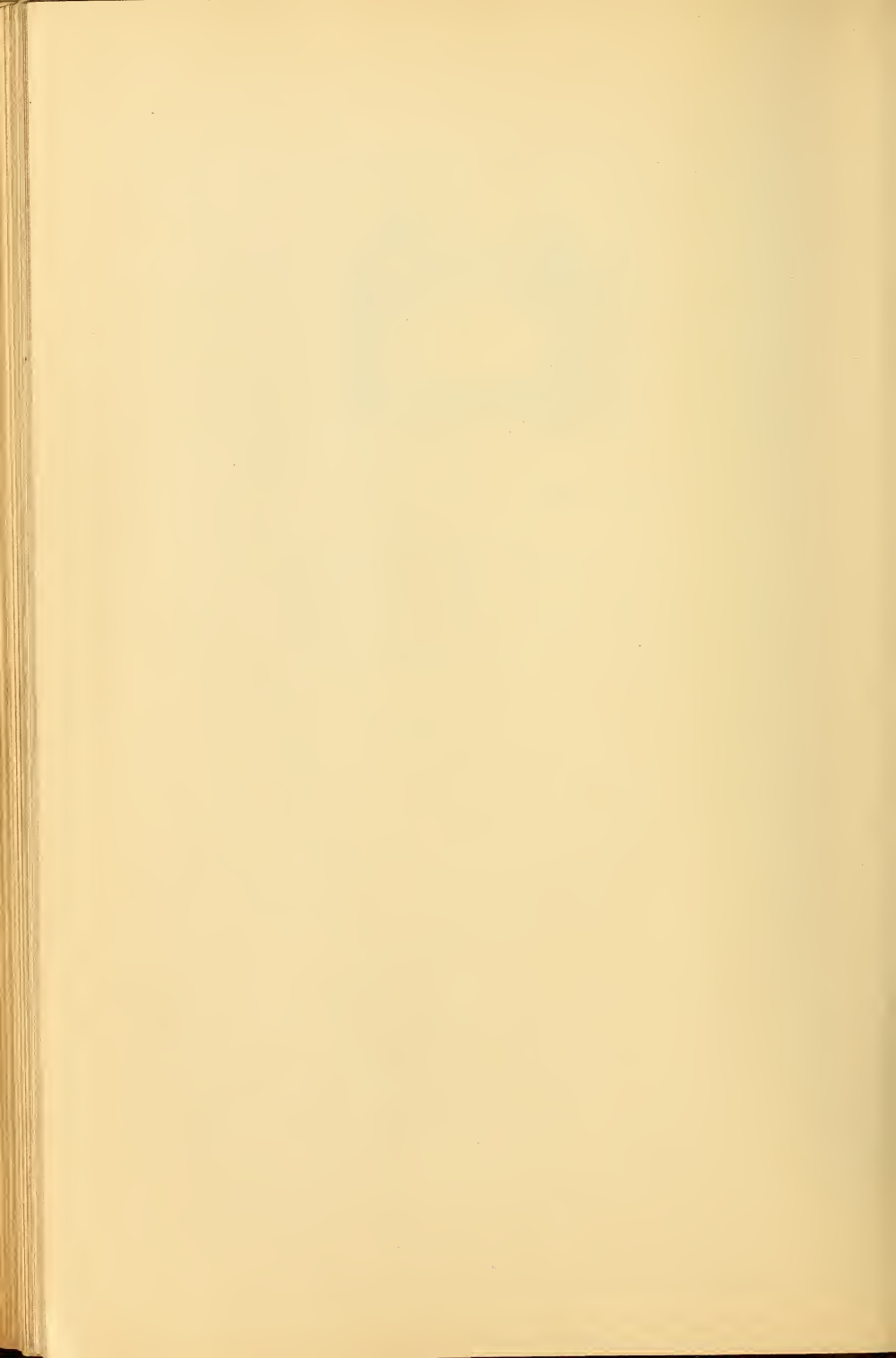
you to a whiskey which we think you will agree has no superior. We control it exclusively for this city. In many respects it is far superior to any whiskey we ever handled. Its flavor is delicate and delicious, and we are certain of its perfect purity.





Tastes Differ

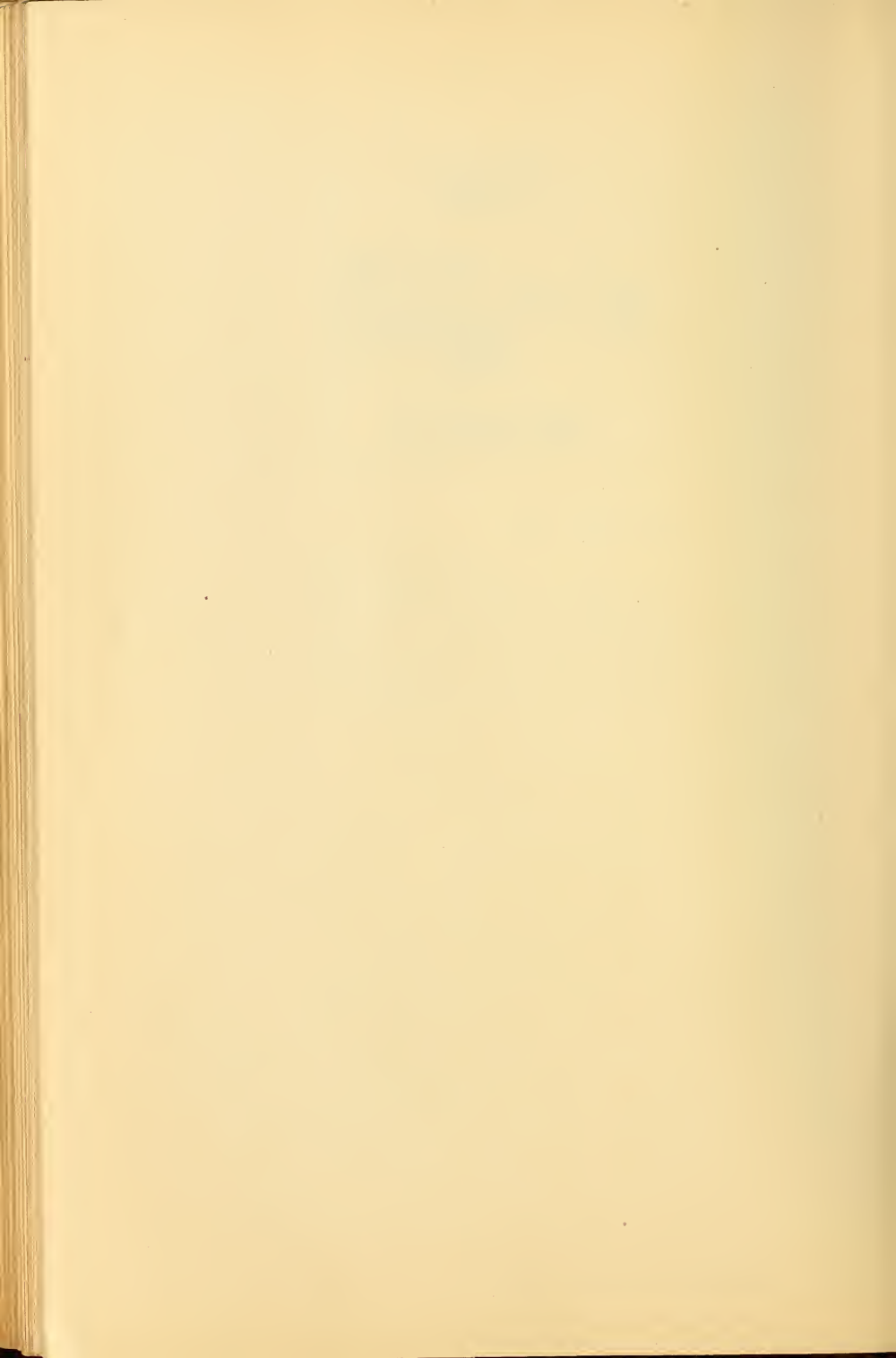
but we are prepared to suit all tastes and all persons. Do not think because some wines and liquors cost a great deal that you can't afford to have any. Many good, pure wines and liquors can be bought at a price so low as to seem almost ridiculous. For instance, read the following list :—





The Next Time

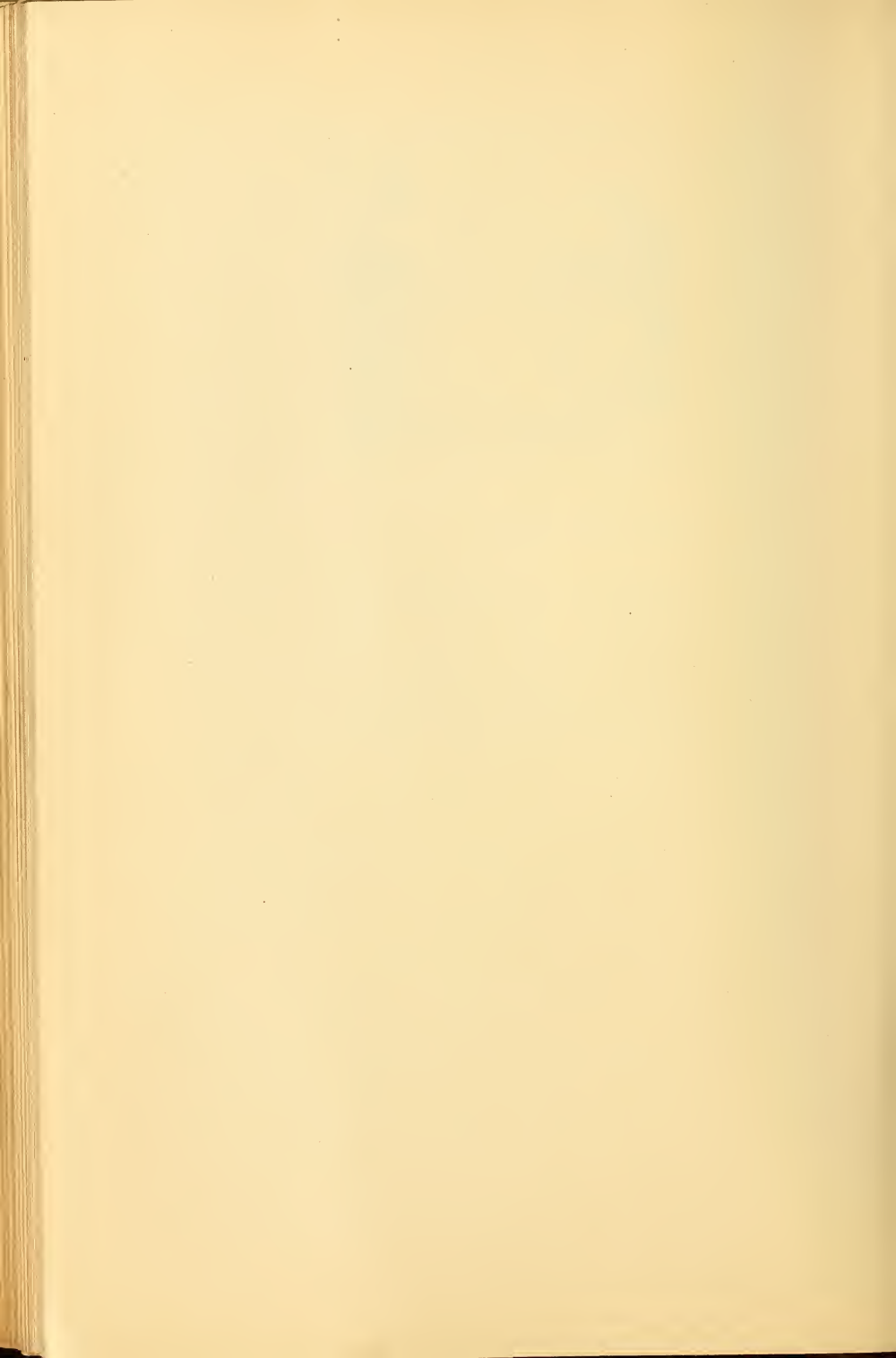
you give a dinner party
let us furnish the wine. Nothing is more
humiliating than to have poor wines or to
have them improperly served. If you feel a
little bit uncertain about your knowledge of
the matter, come in and consult us and we
will tell you just what you ought to have
and when and how it should be served.





Some People Object

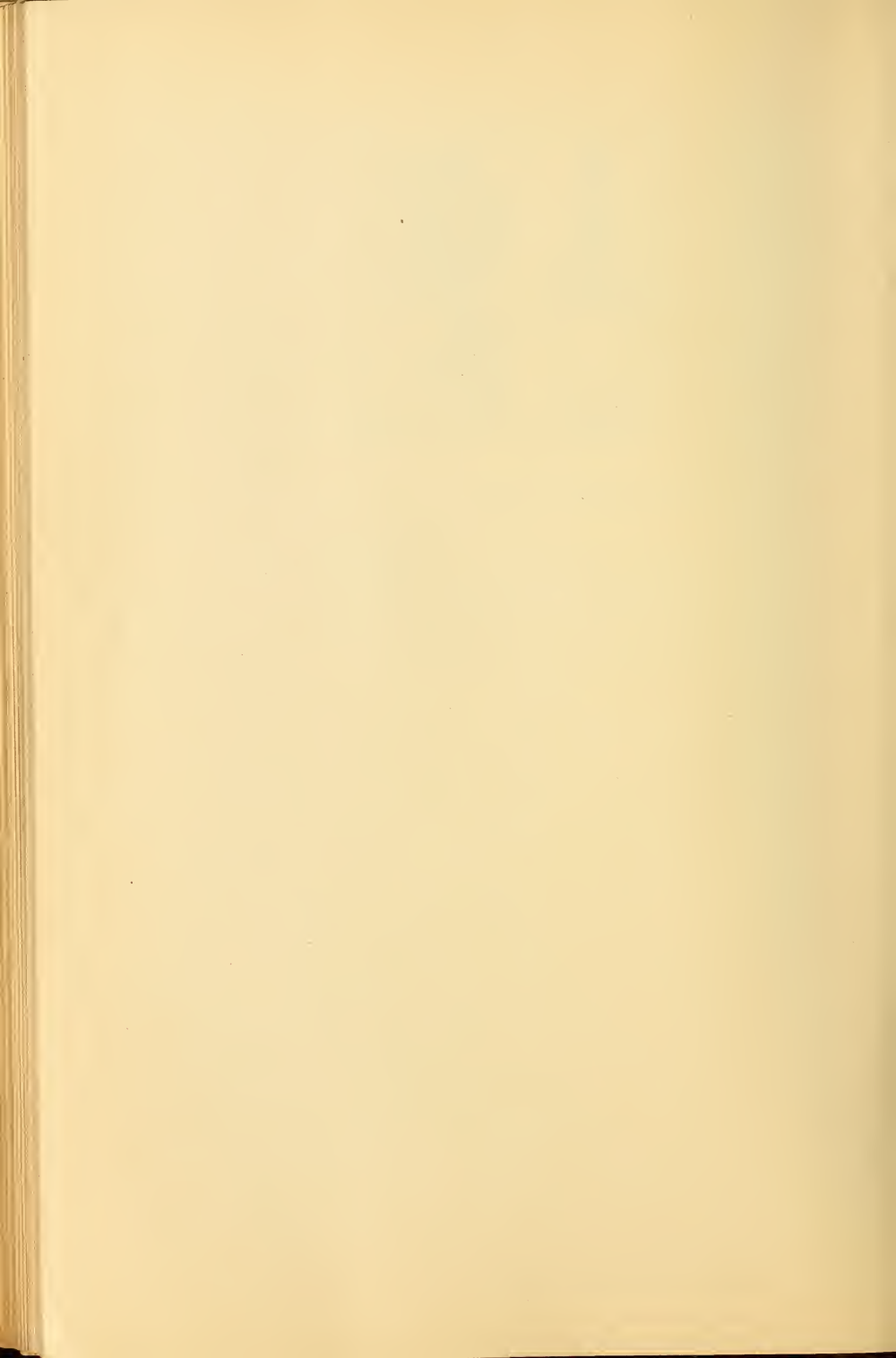
to wine at meals, but it is generally from the fact that they confuse the use of wine with its abuse. As a digestive agent, it is true that wine has few superiors, and a little, good wine, while it adds zest to a meal, is as harmless as milk. If you are among those who have entertained objections of this character, if you will try a little of our California claret, we are sure you will change your mind.





The Matter of Time

is most important when it comes to whiskey. ——— Whiskey is bottled in bond and held in bonded warehouse until it is fully aged. This fact is certified to by the United States Government. If you want to be sure that you have the finest old whiskey going, get ———.



No. 9500.

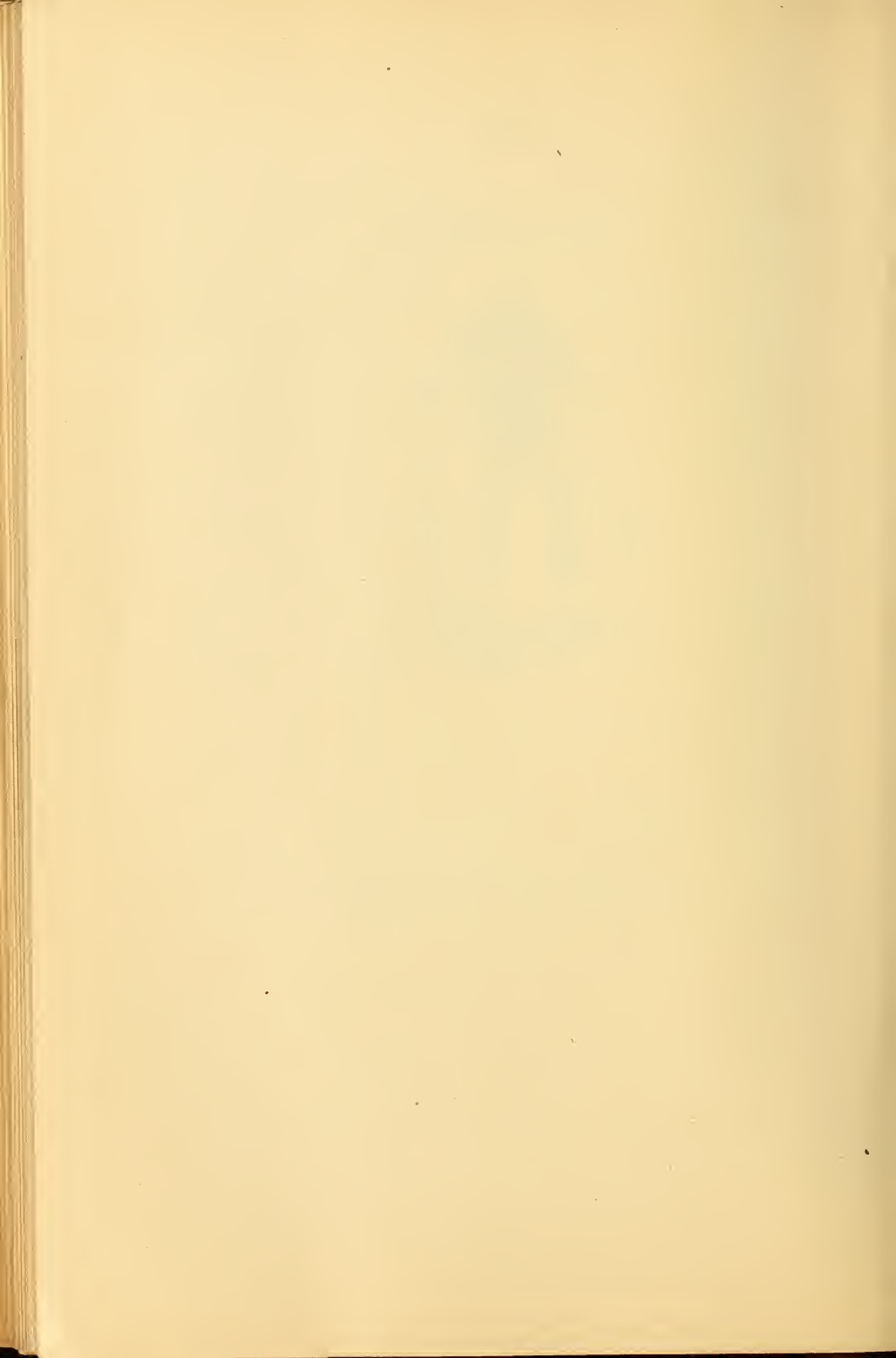


Don't Waste Money

on unreliable or uncertain liquors.

None but the very purest and best is good enough.

If you come to us you are always sure of getting the best for the reason that we personally select our goods from the products of the finest distilleries in the country.

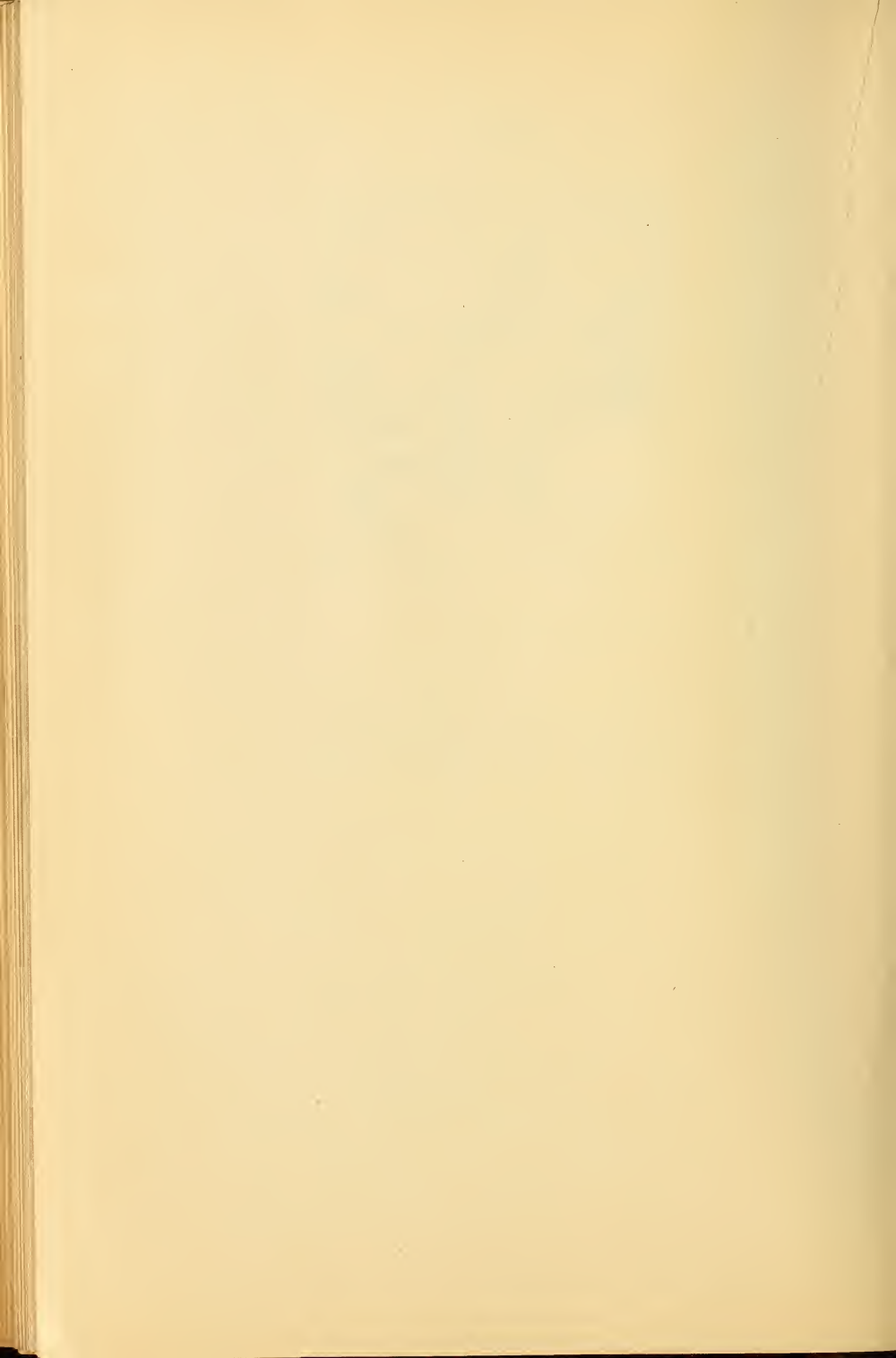




Don't be Taken in

by so-called "cheap"
liquors.

It is easy enough to imitate any liquor or wine, but if you want to avoid the imitations and always be sure of getting the real thing, patronize us.

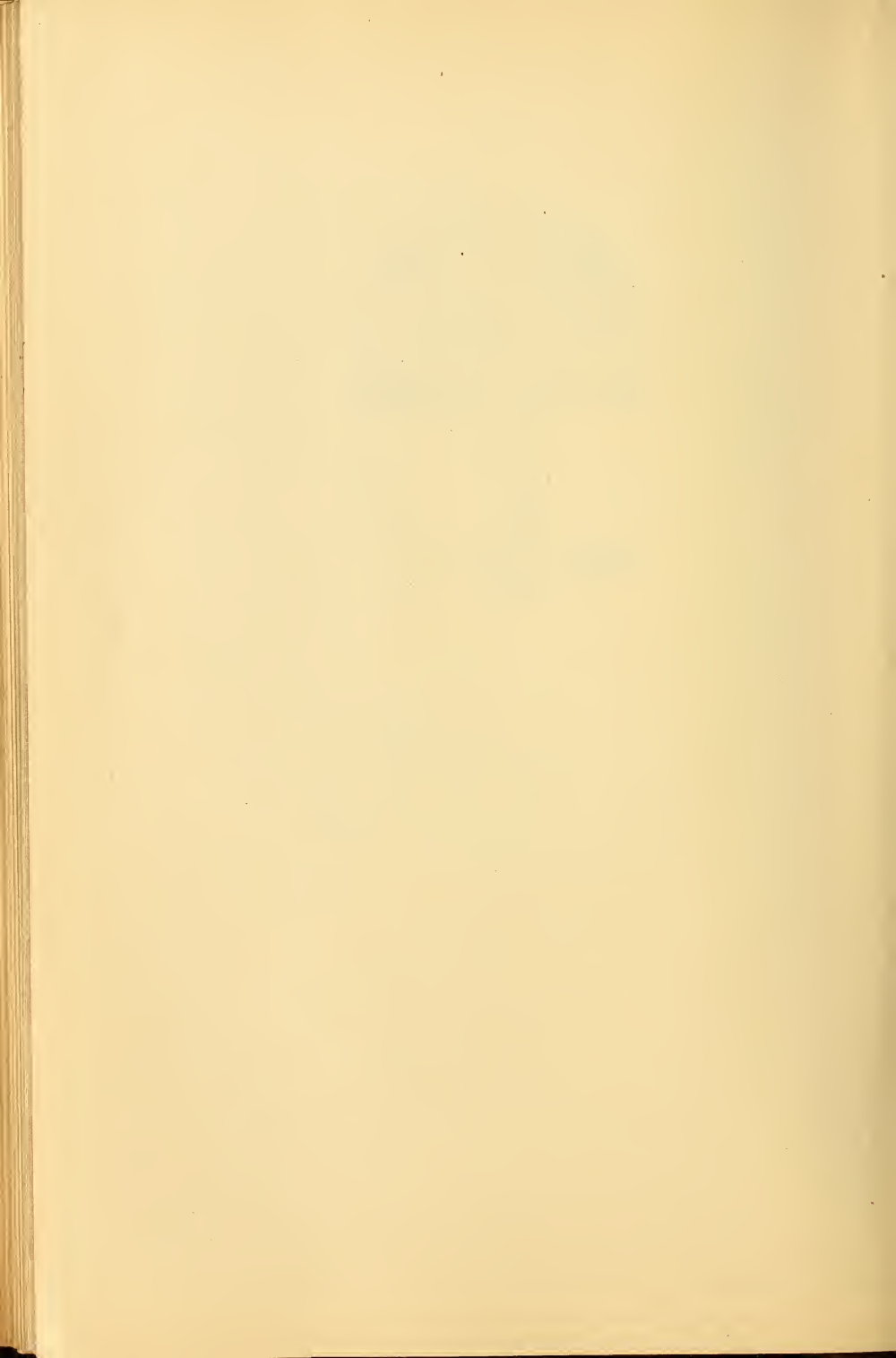


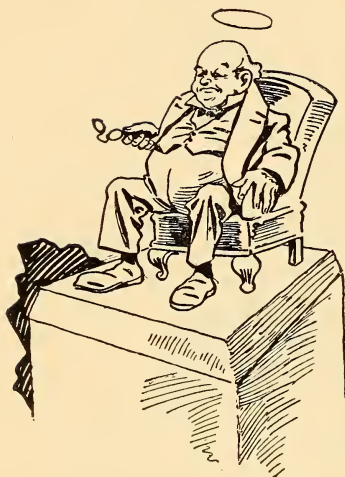


Men Are Boys Grown Up

and they sometimes make just as foolish mistakes as boys do.

One of the most inexcusable mistakes that men make is purchasing their liquors anywhere they happen to see a liquor sign. The only safe, wise and economical way is to patronize the store where you know you will get only the purest and best.



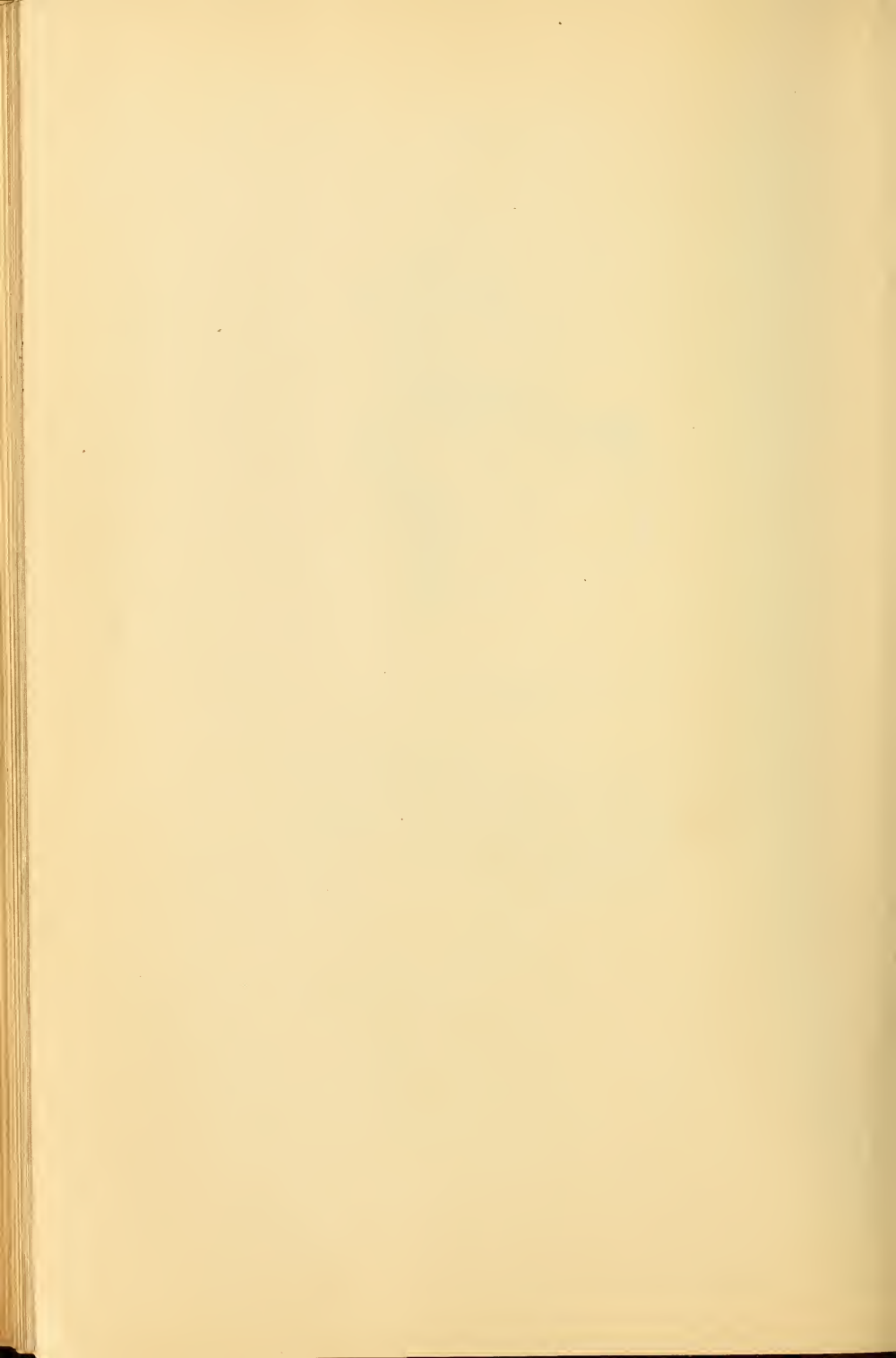


**We Have Reason
To Feel Big**

over the fine trade in
bottled liquors that we are working up.

People of this vicinity are gradually finding out that our bottled goods are the purest and more reliable and most satisfactory goods in town.

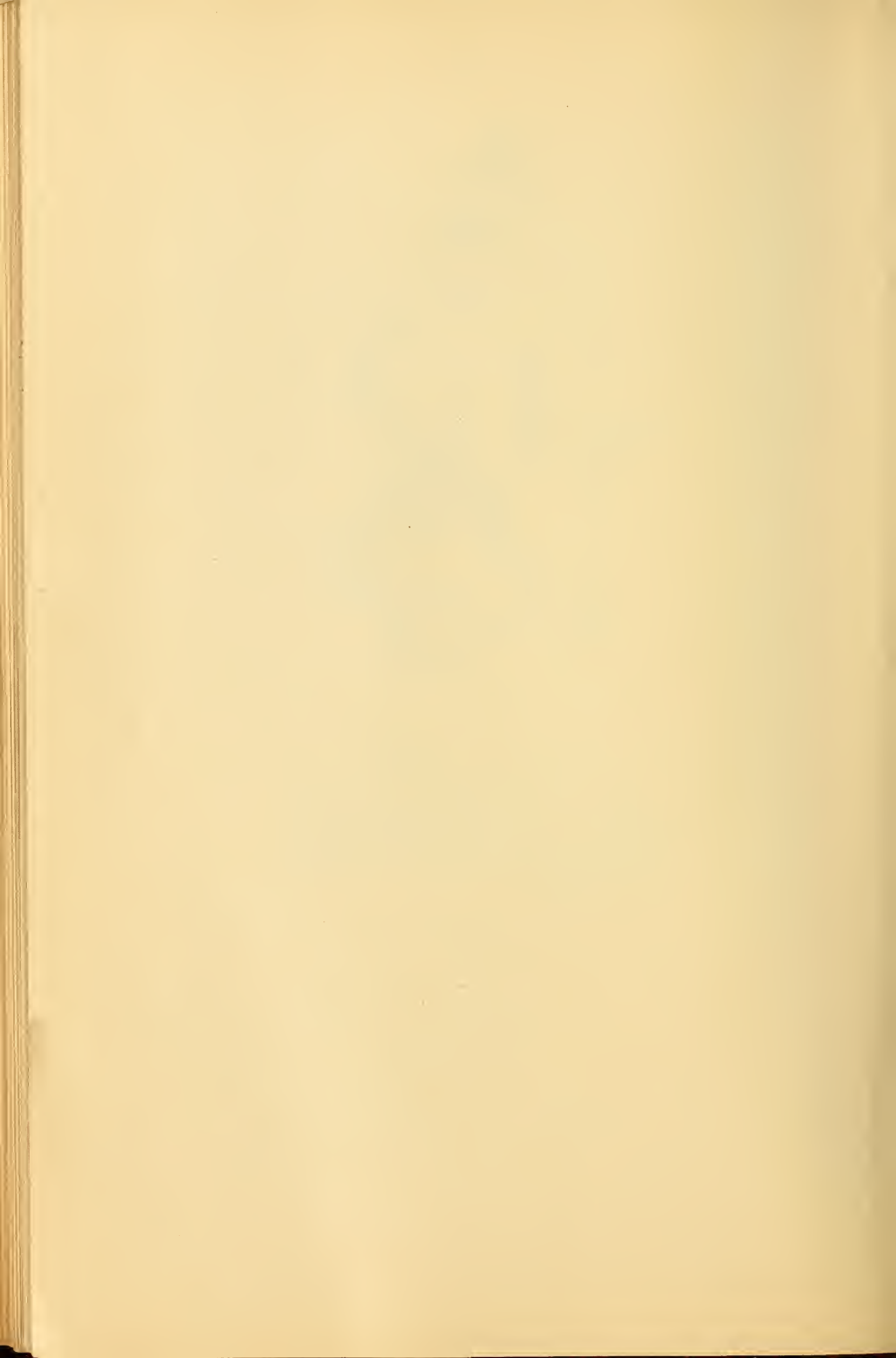
If you have not tried them, now is a good time to begin.





We are Here to Stay.

We are not in business for a day, a month, or a year. We are building up a life-time business, and we know that the only way to do it is to give our customers the finest wines and liquors money can buy at the lowest possible prices.



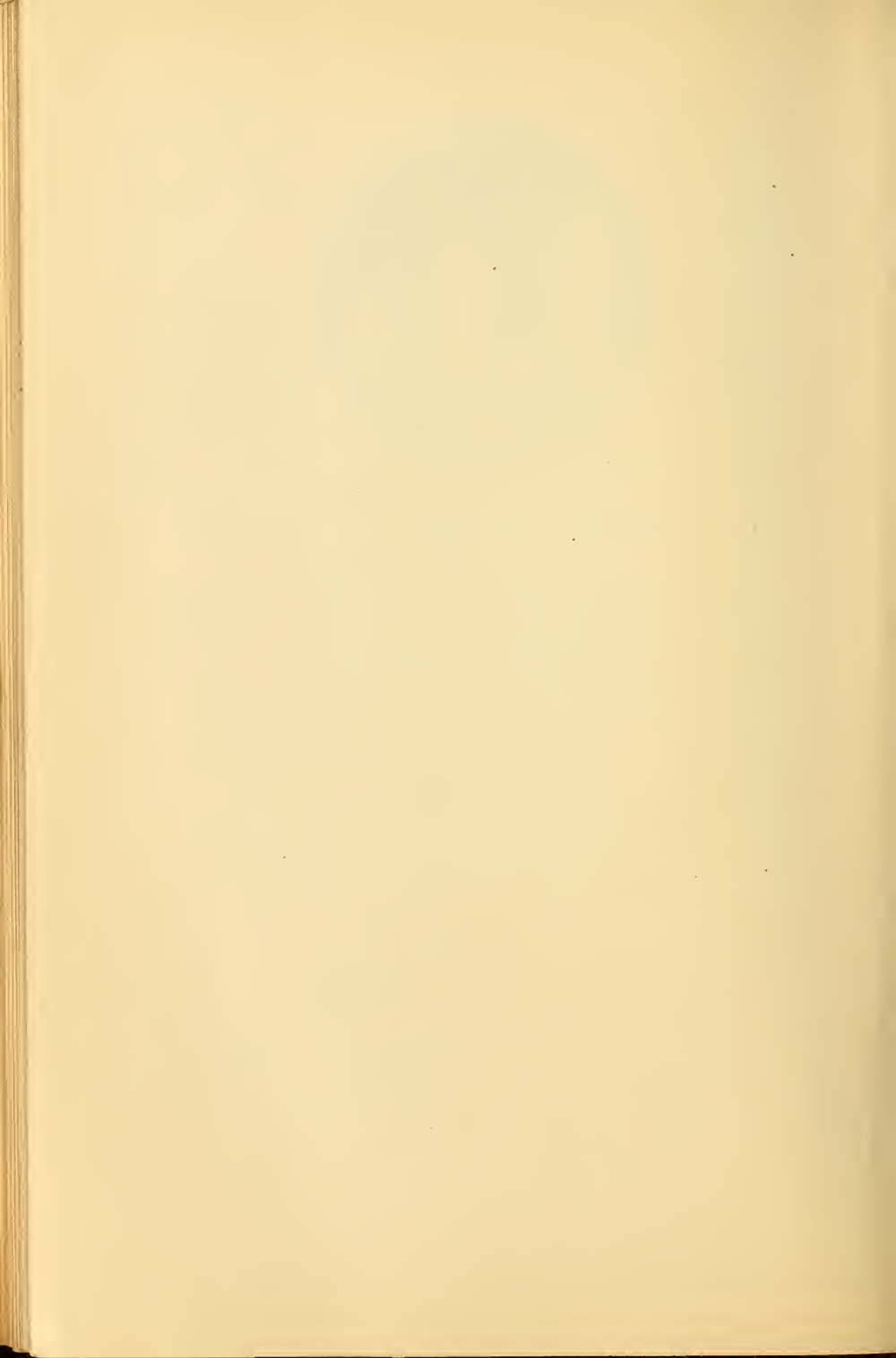


The Size of the Bottle

is no indication of the quality of its contents.

A big bottle of poor liquor at a small price is a bad investment.

We give you just as big a bottle as we can, but we make sure first that its contents are of the highest standard of purity and excellence.

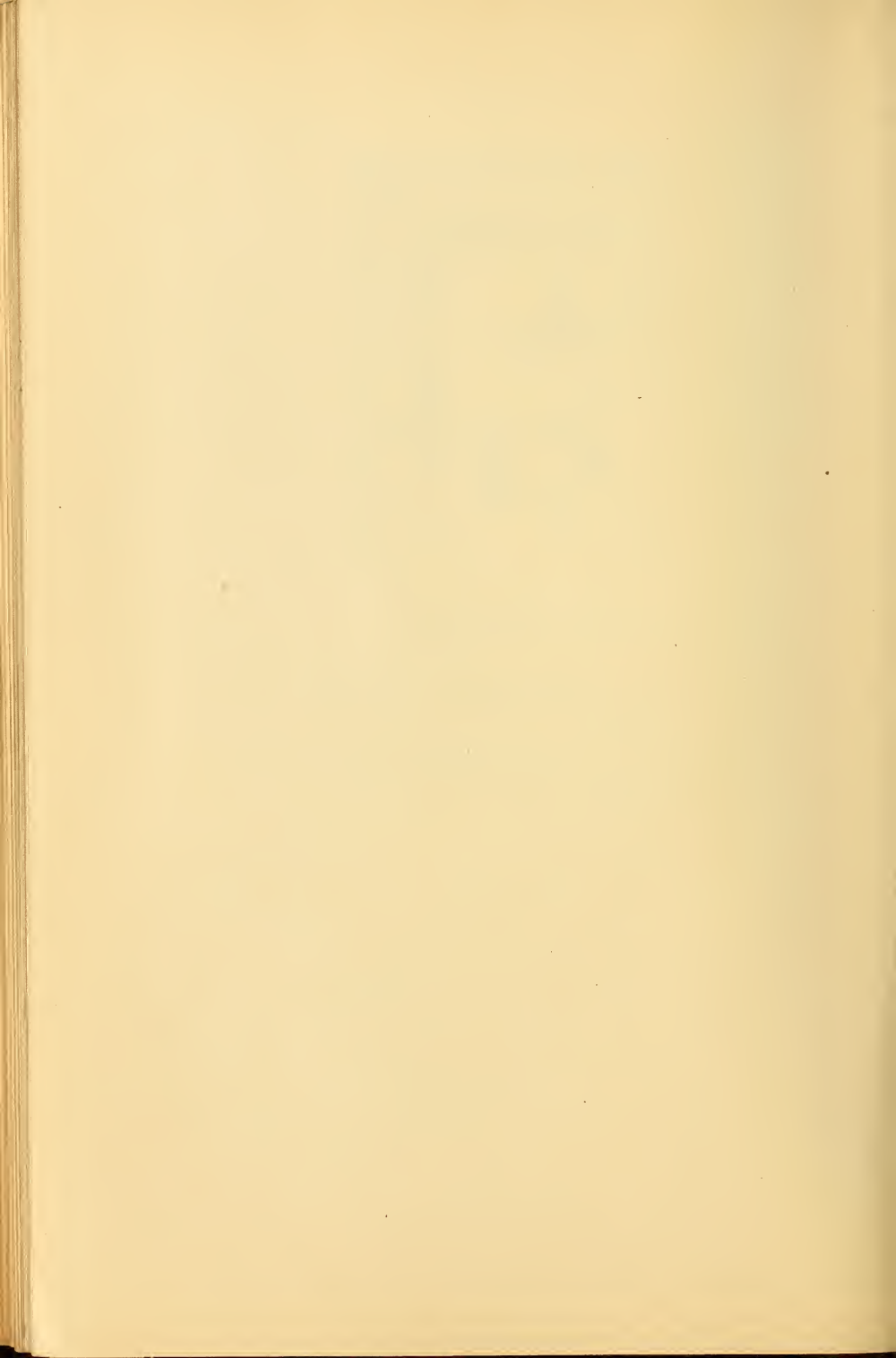




A Harvest of Headaches

is what you will surely reap if you indulge in impure, adulterated liquors. Good, pure liquor is a help instead of an injury.

We have a full stock of the finest liquors, and we want you to give us a chance to show you just how good and satisfactory our liquors are.

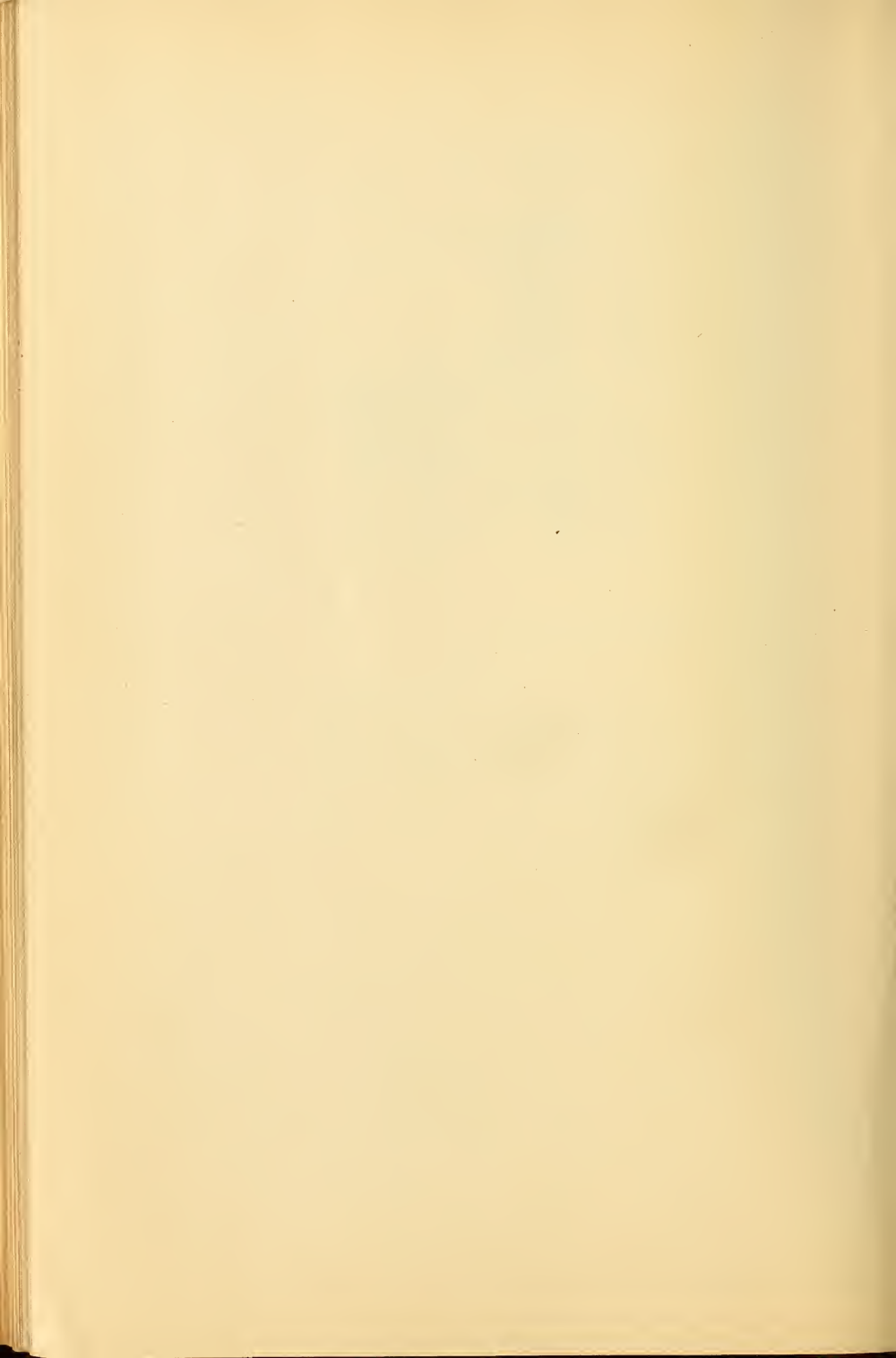




**There is no Use
in Preaching**

on the subject of liquor.
Just as long as there are people left to drink
it, liquor is going to be sold. The great
trouble is in the fact that a large proportion
of the liquor drunk is of a poor quality or
badly adulterated.

Avoid that difficulty by becoming one of
our patrons.

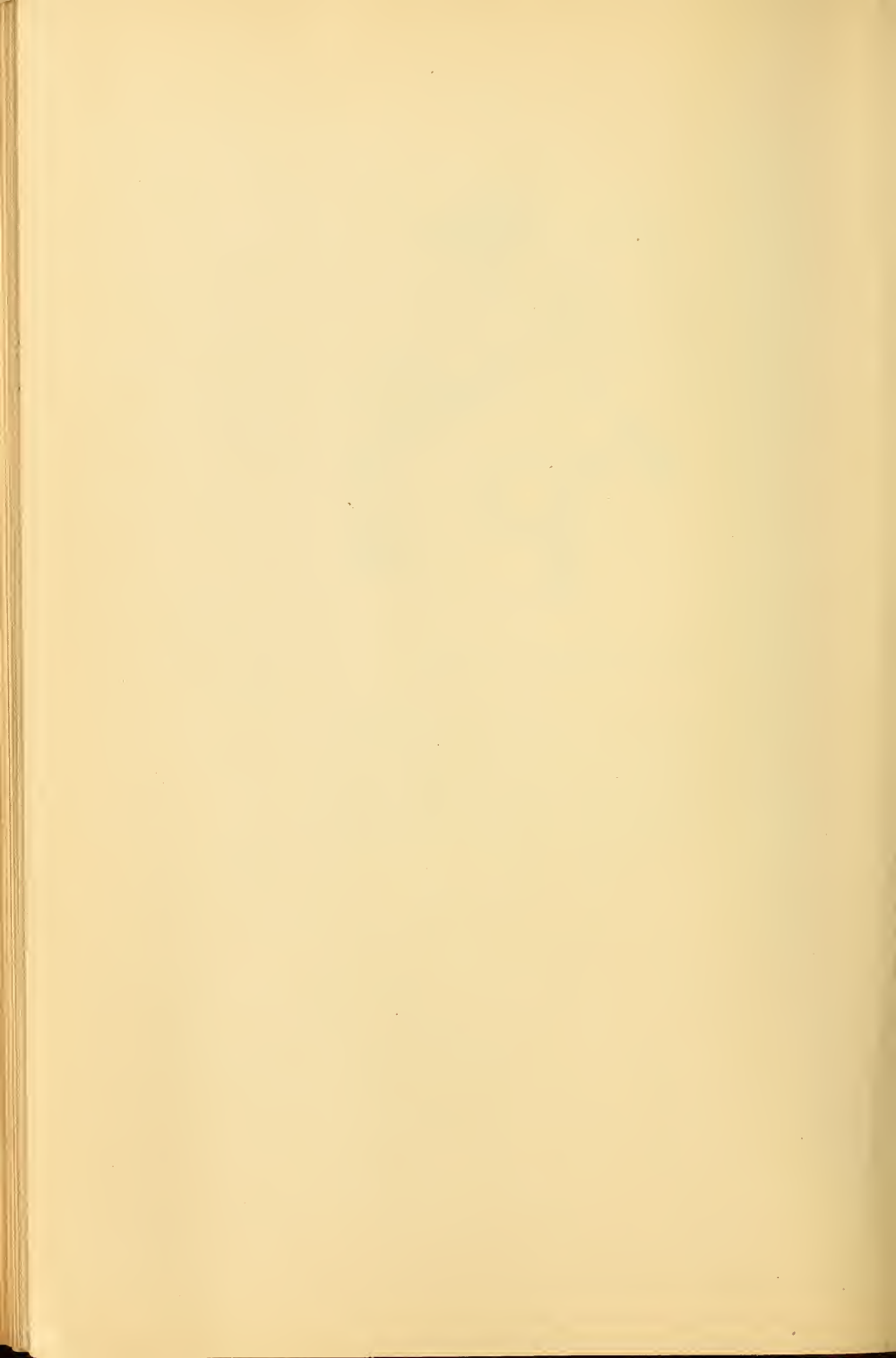




Time Flies Fast Enough

without shortening your life by the use of impure and adulterated liquors.

If you come to us, you will always be safe. We get our liquors from the bonded warehouse, and their purity and strength is guaranteed by the United States Government. We give them to you just as they come to us.

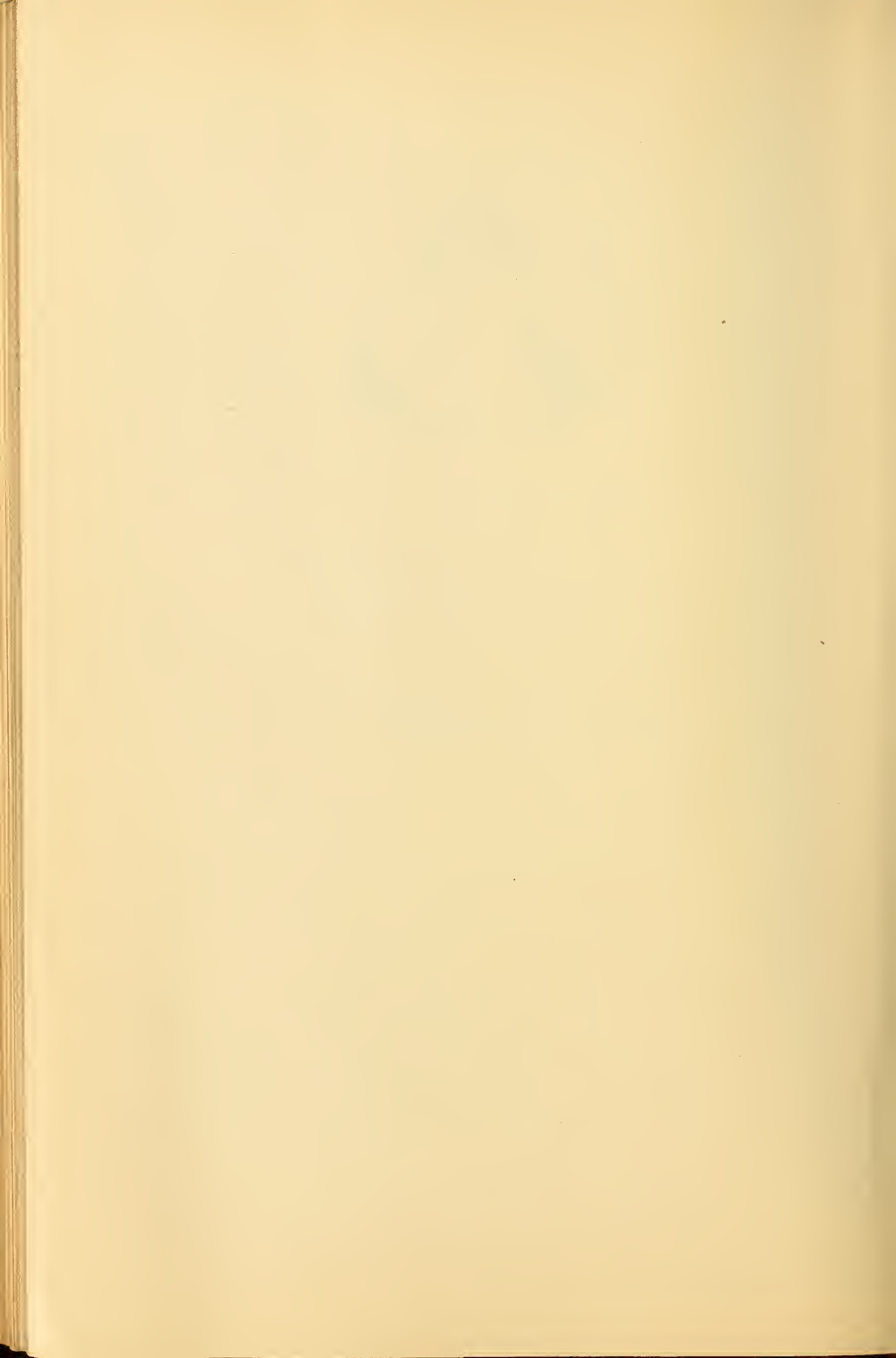


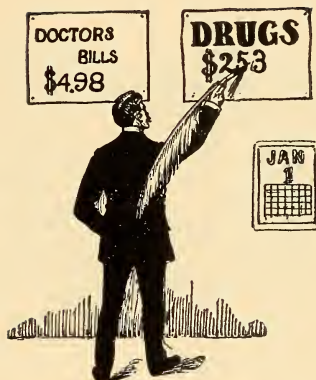


In Puritan Times

there was a law against a man's doing almost anything that he wanted to do. The laws and customs of that day have passed away, and even the best of people now serve wines and beers to their guests and have them on the table for family use.

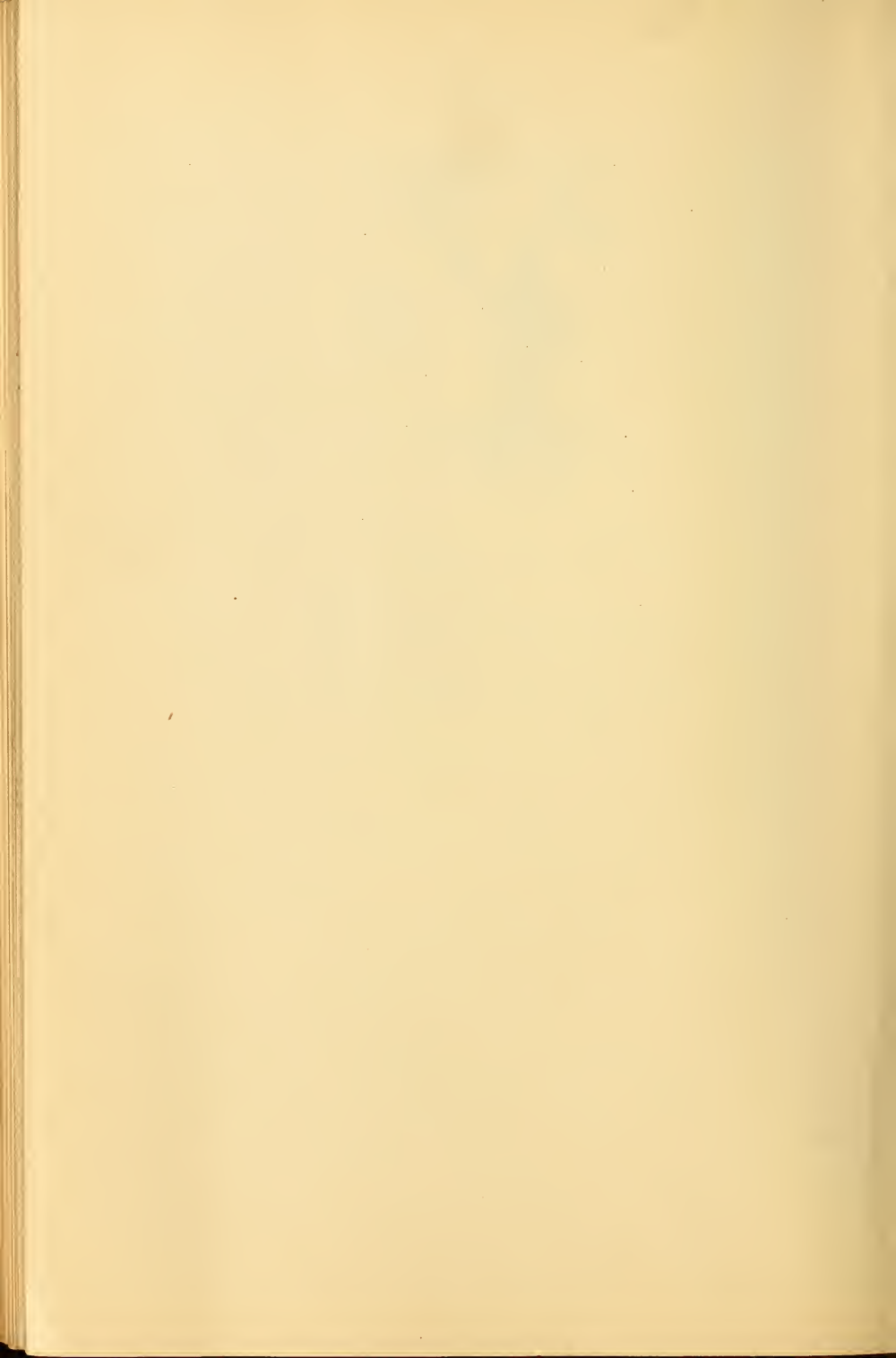
A little good wine and beer is a good thing for anybody. We make a specialty of furnishing some of the best families in town with wines and beer for their tables.





Your Bills Will be Small

for doctors and drugs if you keep a little good liquor in the house. Nothing will set a man straight so quickly when he feels a little out of shape as really good liquor. If you haven't any in the house, come in and let us tell you what you ought to have.

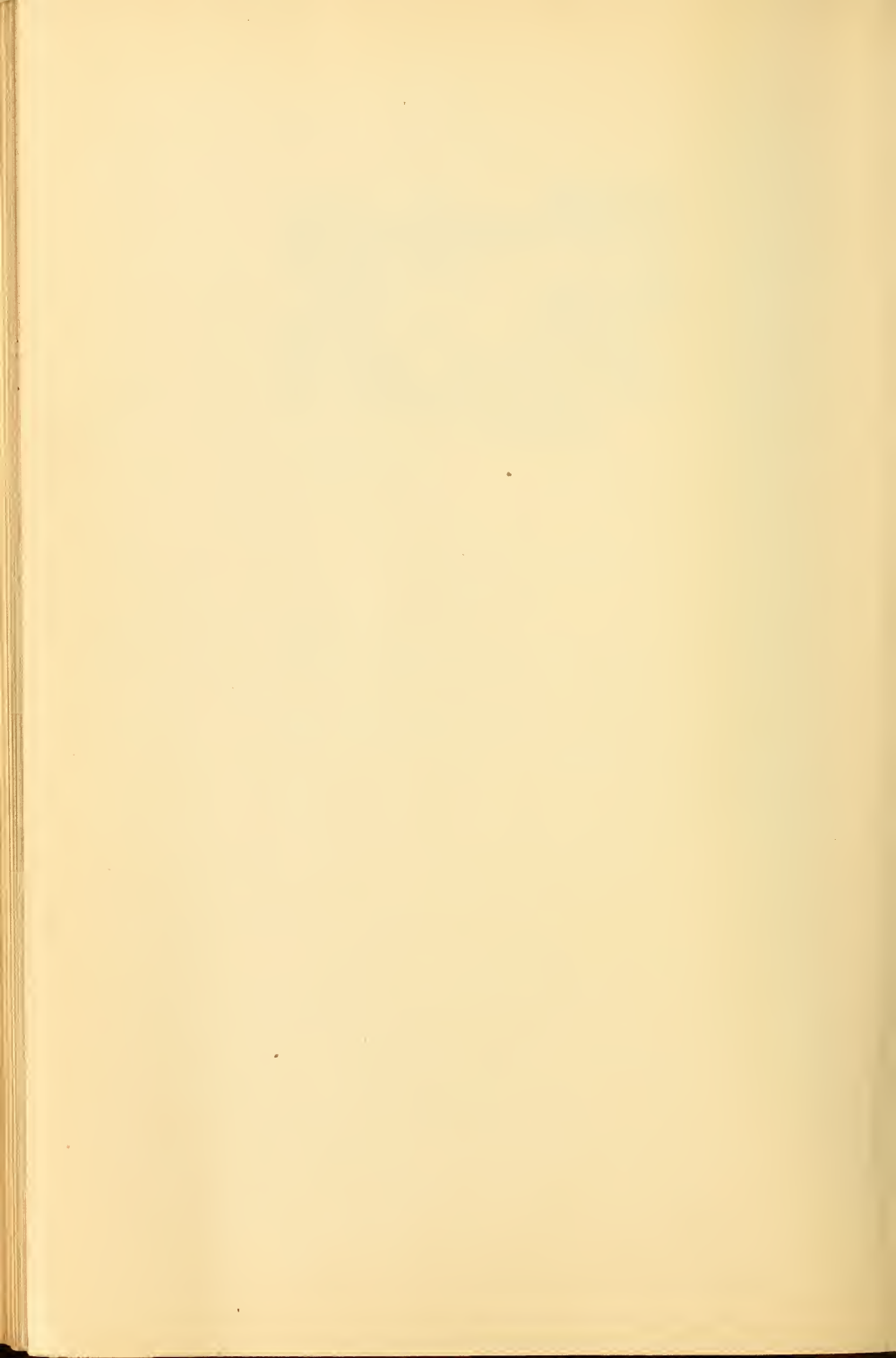




You Won't Have Night-Mares

if you take a little night-cap of good whiskey before you go to bed. It will make you sleep soundly and you will wake up in the morning refreshed and invigorated.

The best and purest whiskey money can buy is the—— Take a bottle home with you to-night.

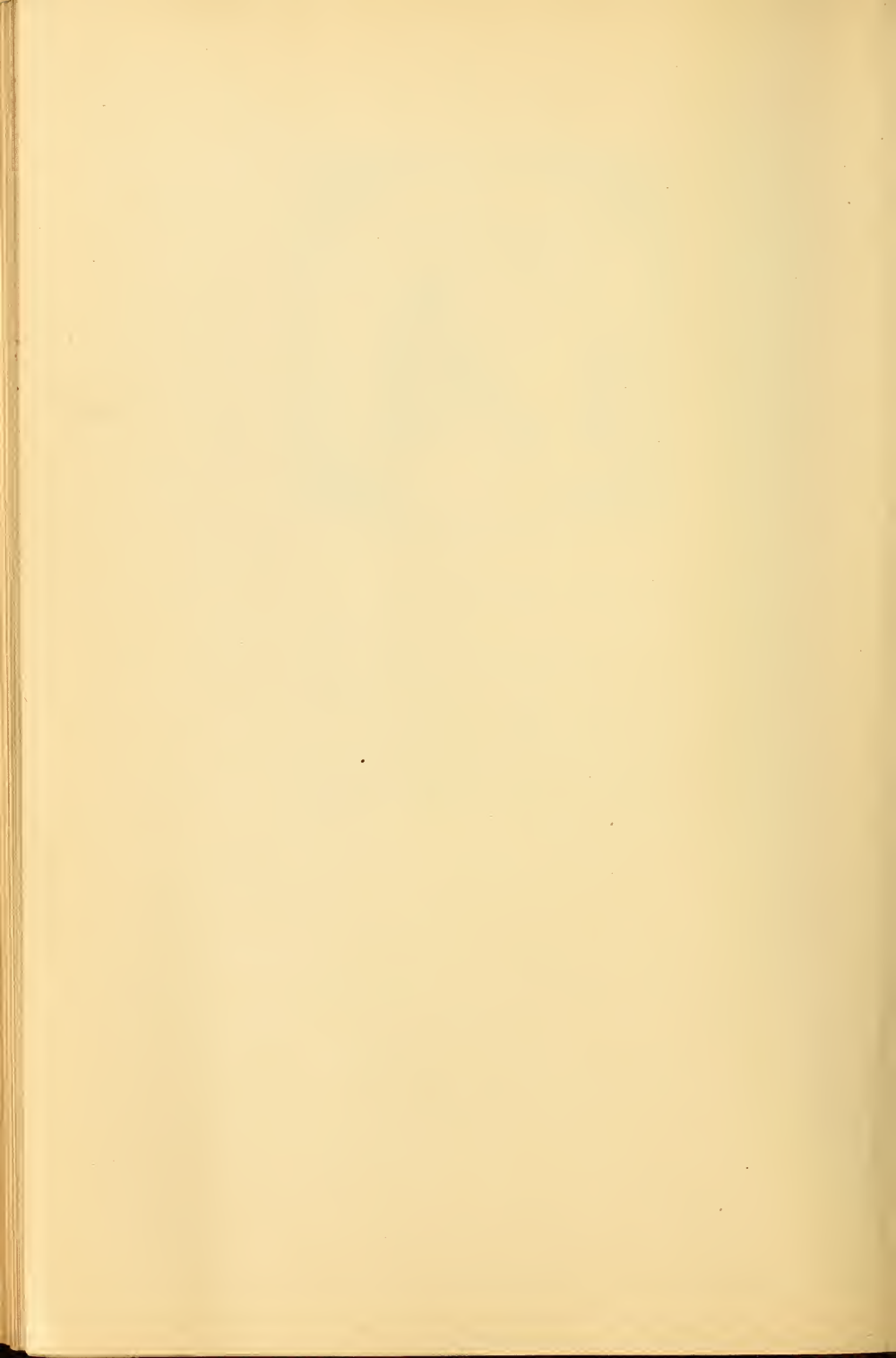




The Doctor Will Tell You

that what you need first is a little stimulant. You ought to have known that yourself without paying him two dollars to tell you. Keep a little good liquor in the house, and when you feel out of sorts, take a good drink of it.

It is wise to always keep a bottle of our Rye Whiskey and of our pure Old Tom Gin in the house. They are the best that money can buy, and the price is very reasonable.



CATCH-LINES AND HEADINGS,

CLIPPED FROM EVERYWHERE.

"A little wine for the stomach's sake"
is just as good now as it ever was—but it
must always be good wine.

The more fastidious you are, the better
we will be able to please you—critical peo-
ple are our best customers.

We want your trade so badly that we are
willing to pay well for it.

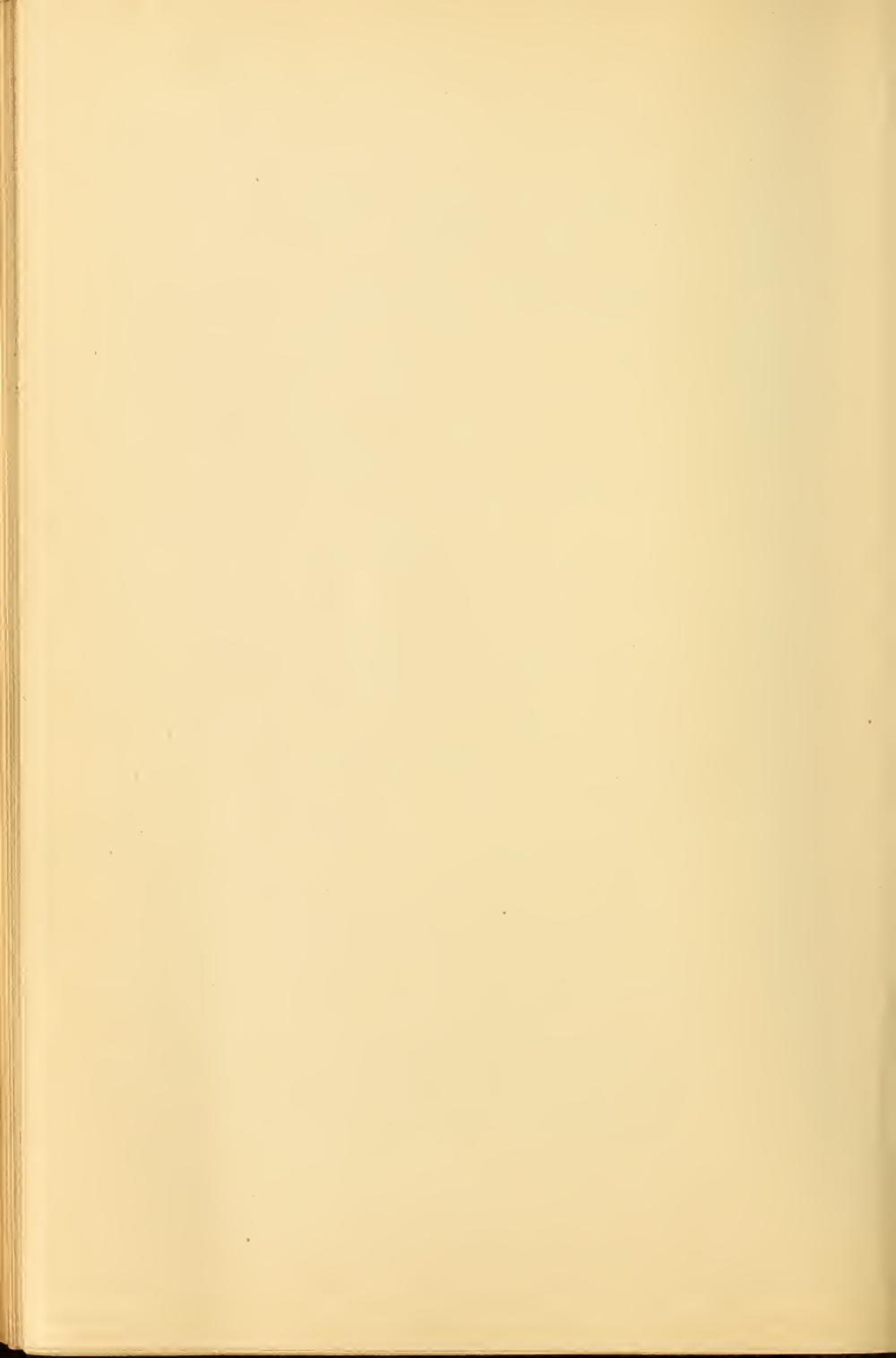
Do you know the wide difference between
pretty good whiskey and exquisitely fine
whiskey? Come in and let us show you.

There is a cordial warmth and an agree-
able, home-like air about our place that
can't fail to please you.

Malt and hops can't be brewed into a
better beer than the famous ———.

Our drink-mixers are regular artists—
their productions will tickle the palate of
the most jaded epicure.

We put just as good liquor into our
mixed drinks as we sell "straight." We
don't follow the usual custom of palming
off inferior goods.



THE LIQUOR BOOK.

Our customers are gentlemen. You needn't be afraid of meeting anybody here that you wouldn't welcome to your own home.

The perfect, immaculate cleanliness of everything about our place will surely appeal strongly to you.

Poor liquor is a poison—pure liquor is a health-building tonic.

If you were as careful about what you drink as you are about what you eat you wouldn't think of patronizing anybody else.

Do you know how to mix the punch properly for that party you are going to give? Come in and we'll tell you all about it.

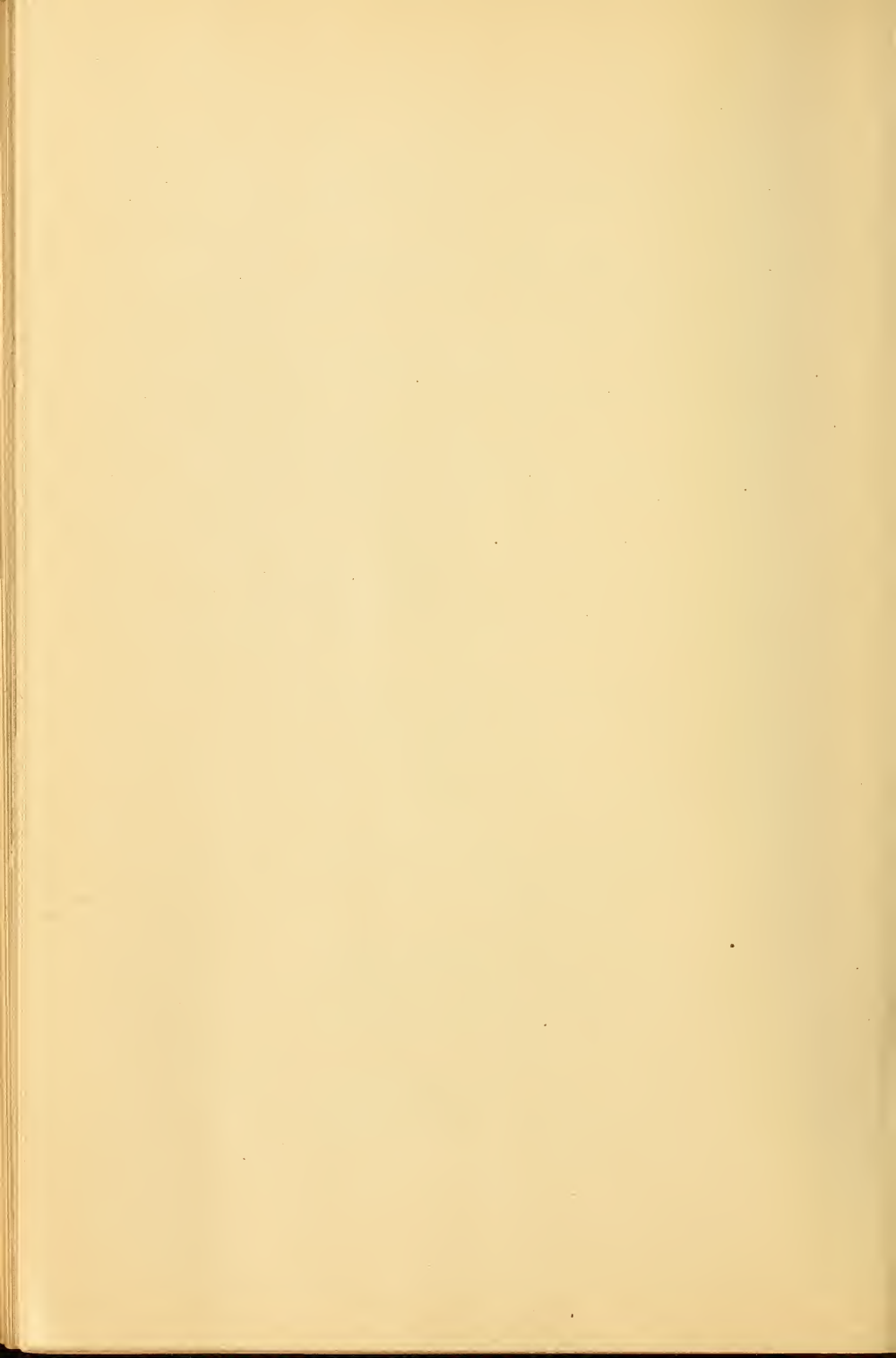
Patronize home industries. Drink our California wines—none better in the world.

Our beer is light, pure, sparkling and delicious.

Nowadays, nearly everybody drinks beer. Pure beer has removed the former prejudice against beer-drinking.

Do you know how refreshing, strengthening, and altogether delightful a cold bottle of beer is when you get home, hot and tired, from your day's work?

Our fine old——Rye makes the best night-cap in the world. Always keep a bottle in the house.



THE LIQUOR BOOK.

If you like to mix your own drinks at home, we can furnish you with all the necessary materials.

Of course, we have our preferences, but we don't try to force them on you. Your favorite brand of whiskey is here.

We know how to keep our beers, wines and liquors just cool enough and just warm enough, and you know how important that is.

If you've never been in here, come. If you have, we know we don't need to urge you to come oftener.

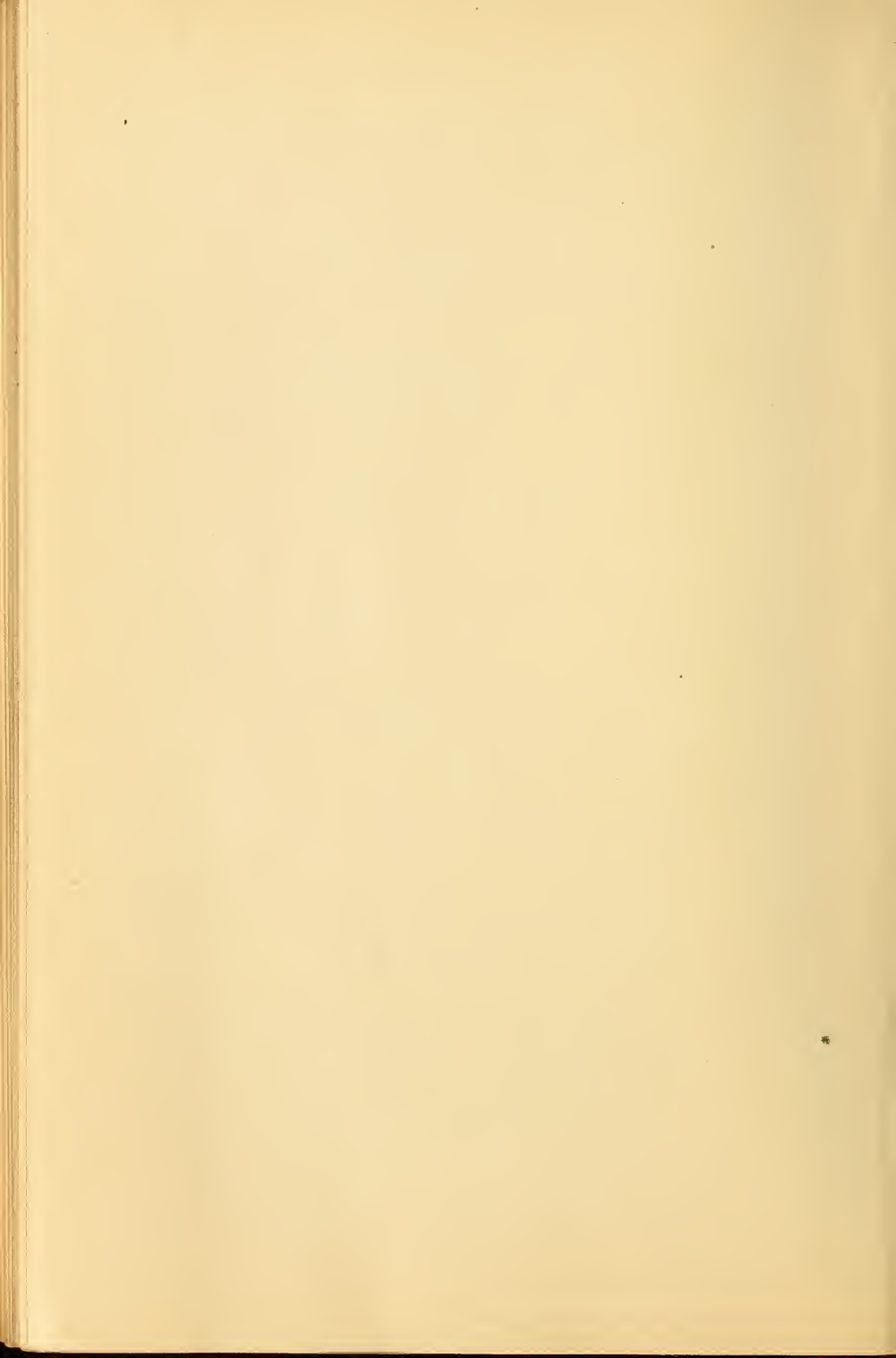
"Haven't got it" and "Don't know how to mix it" are two answers you will never get here.

The proper conduct needs long experience, just the same as any other business. And we've had the experience.

Don't buy your wines and liquors haphazard—it's dangerous.

Adulteration, the crying evil of the age, is particularly rampant in the liquor business. Avoid all danger by coming here.

You know what physicians say about malt extracts and how frequently they prescribe them. Good beer like the ——— is nothing more nor less than a superior malt extract.



THE LIQUOR BOOK.

Sickness comes unheralded. Always be prepared with a little good whiskey and brandy in the house.

The widest variety of the purest liquors at the lowest prices.

Our big business enables us to make big savings—and we give you the benefit.

Is Uncle Sam's guarantee good enough for you? He guarantees the age and purity of the famous —— whiskey.

There's a vast difference between a smooth, oily whiskey of delicate flavor and the raspy, crude kind you generally get.

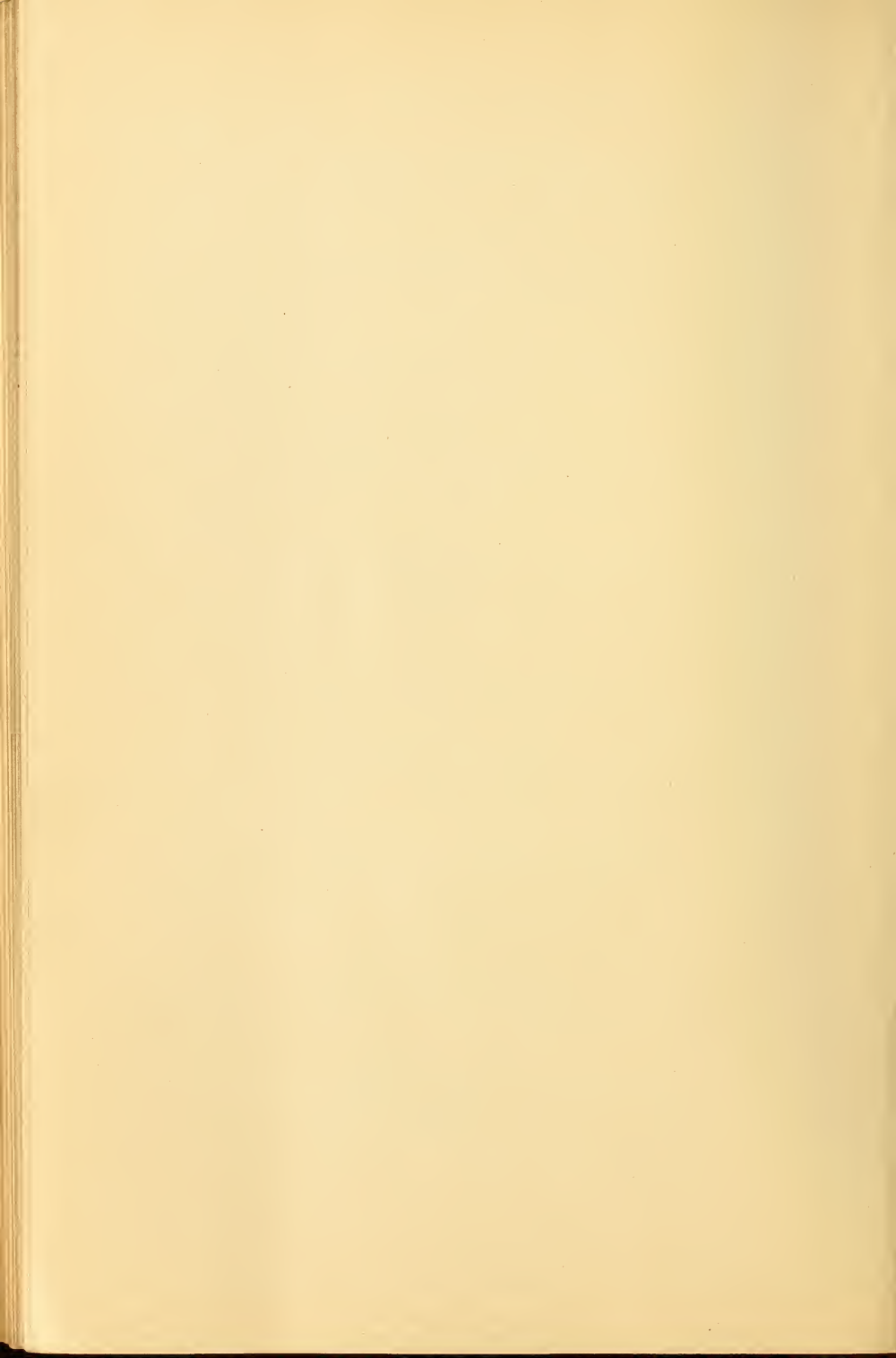
There are many pretty good whiskies, some very good whiskies, and one best whiskey.

The —— whiskey is made right, aged right, handled right, and *is* right.

Our beer is refreshing and exhilarating, but it is light, mild and pure. It won't give you that heavy, sluggish feeling.

If you don't sleep well, try a bottle of our —— beer before retiring. You'll sleep like a plough-boy.

The famous —— gin is conceded by medical authorities to be a tonic of the highest value. If you feel weak and "all run down," give it a trial.



THE LIQUOR BOOK.

A thoroughly good beer, pure as water
and harmless as milk.

Your wife will be healthier and happier
with our bottled beer in the house.

Do you know that it is the impurities of
liquor that cause the injurious and distress-
ing after effects? There isn't a headache in
a whole barrel of ———.

Never before were such rich, fruity,
delicious wines sold at such little prices.

Perfect purity, a big, generous bottle, and
a little price. Can you beat that combina-
tion?

We want to be public educators. We
want to show you how wide is the difference
between high-grade purity and low-grade,
adulterated goods.

We are making new friends and customers.
High quality and low prices are bound to
win.

It costs no more to have the best and pur-
est liquors—and the difference in satisfaction
and health is something tremendous.

Old people and sickly people find an in-
valuable tonic and aid to digestion and sound
sleep in our fine California wines.

If you are a connoisseur in wines and
liquors you are the man whose trade we want
and this is the place you have been looking
for.

THE LIQUOR BOOK.

If anything you buy of us fails to please you, and you think you'd rather have your money, the money will be waiting for you.

A case of our beer will be a case of pleasure and satisfaction for you. Tell us when and where to deliver it.

If we furnish the contents of the decanters on your sideboard, your friends will smack their lips appreciatively and throw out a hint for another glass.

Weak, thin-blooded people will find in ———gin a tonic and blood-builder without a peer.

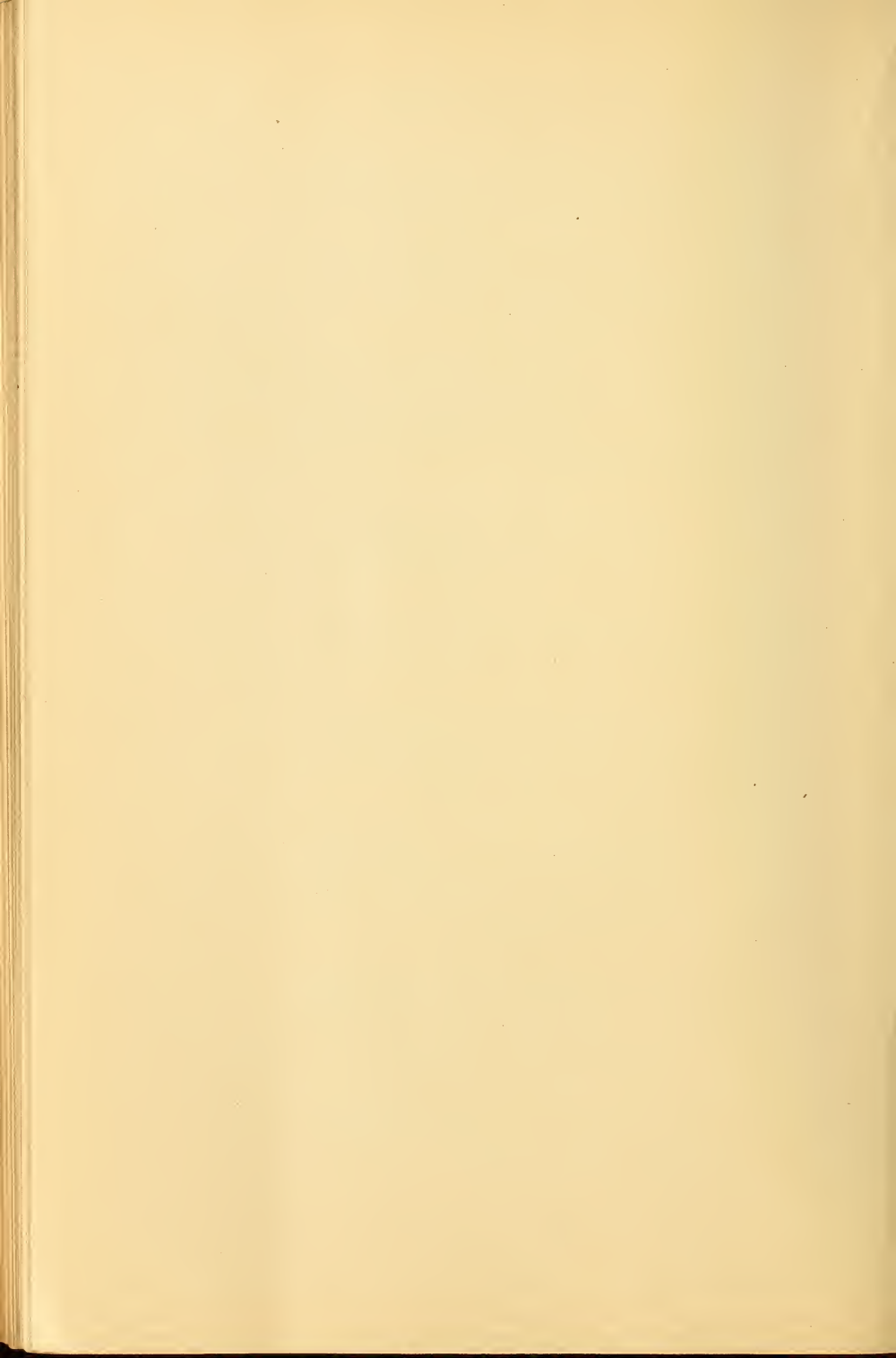
Nobody makes a wry face over our rye. It's as smooth and pleasant as a fine old whiskey can be.

The wines you should serve with the dinner are all here, and will gladly post you on just how they should be served.

We don't claim to have the biggest store in the world, but if there's a choicer or more carefully selected stock anywhere within reach, we'd like to see it.

Lots of people go many blocks out of their way in order to patronize us. You would, too, if you were acquainted with our store and goods.

The family trade is what we are after—and we deserve it. Your table and your medicine chest both need us.



THE LIQUOR BOOK.

If we traveled the world over and spent money like water we couldn't offer you a finer wine than this.

It's an old saying that "all whiskey is good, but some is better than others." It should be added that there is one best of all, and its name is ———.

We know what the people of good taste in this vicinity want in the way of drinkables, and we take care that they get it.

We have been handling this whiskey for years, and we know all about it. It was always good, and it grows better all the time.

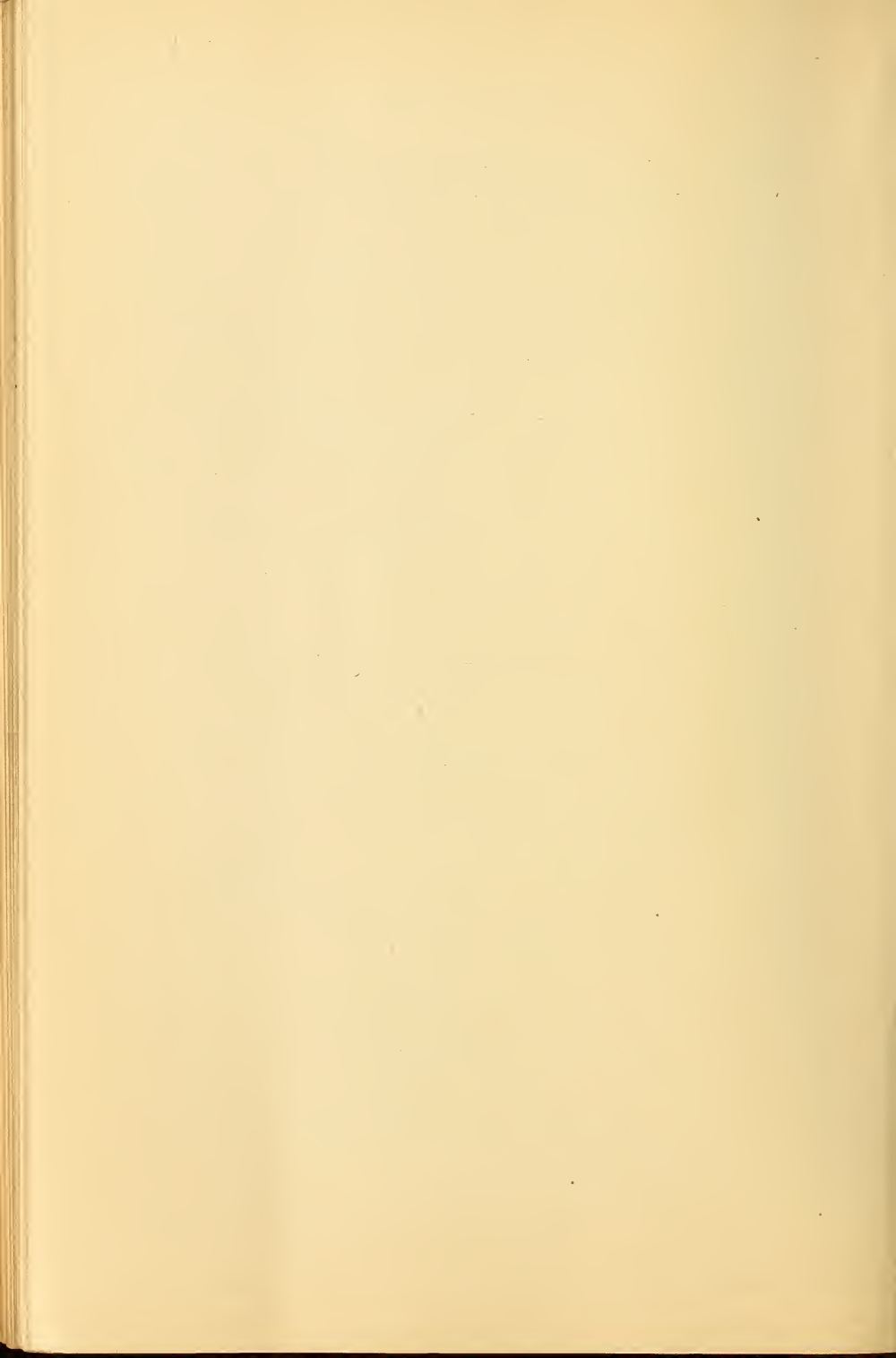
We don't try to see how big a bottle we can give you for the money, but how much high quality we can get into the bottle.

We are experts in everything that is good to drink. We can serve you much more intelligently and satisfactorily than the ordinary liquor store can.

When you get up a little "stag party" turn the arrangements over to us and everything is sure to go smoothly.

We want your trade for all the time—not for once or twice. Therefore we are careful to give you the very best for your money.

Name an article that a first-class liquor store ought to have and you'll find it here—perfect in quality and low in price.



THE LIQUOR BOOK.

"A little learning is a dangerous thing."
Don't patronize people who "think," or
"guess," or believe. Buy of the man who
knows.

It is possible, by the use of chemicals, to
closely imitate both the appearance and
flavor of most liquors and wines. Our
goods are the real thing—not a drop of
imitation or adulteration comes inside our
doors.

Chemical analysis shows that ——— Rye
is as pure a whiskey as was ever distilled.

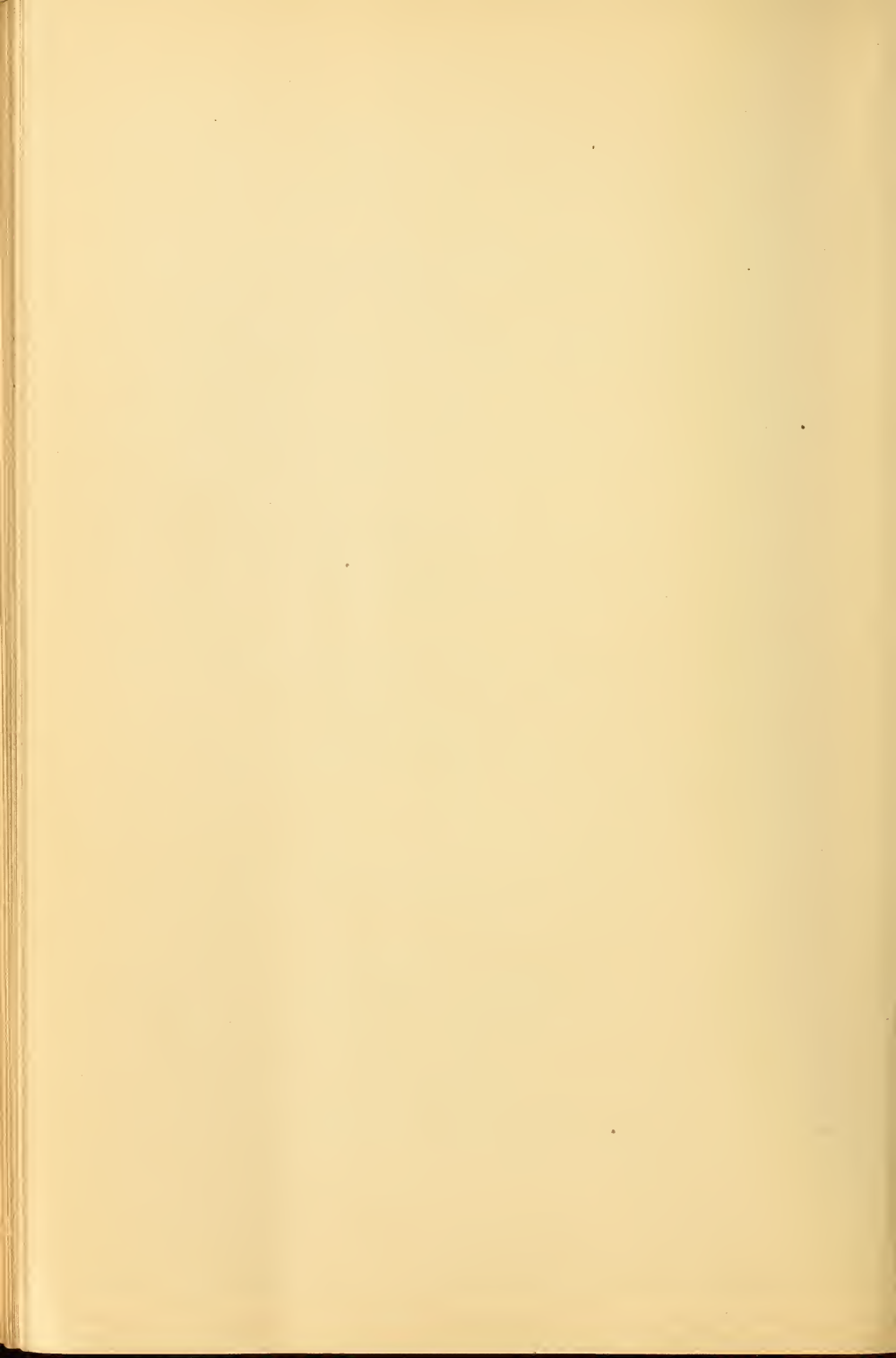
You may say what you will, but people
are bound to have a little enjoyment now
and then. Our pure, wholesome wines and
liquors will make the pleasure harmless.

When you want a suit of clothes, do you
go into any place where you happen to see
a clothing sign? Certainly not. You go
to the best place you know of. Use the
same discriminating judgment in buying
your drinkables.

If you aren't sure about what you want
to drink, come in and tell us how you feel
and we'll give you something that will touch
the spot.

Don't drink the heavy, soggy beer that
makes muddy complexions and bleary eyes.
——— beer makes bright eyes, clear com-
plexions, a springy step and a nimble wit.

This is a store of satisfaction and economy
—a store where you get just what you want
at just the price you want to pay.



THE LIQUOR BOOK.

Anybody can claim to please and aim to please you, but we know that we can please you no matter what your taste may be and no matter what price you want to pay.

When you are too warm and want to cool off or too cool and want to warm up, come in and consult us. We have just the drink you need.

A little good pure whiskey has staved off many a cold, many an attack of malaria and grip. Do you keep our celebrated old——rye in the house?

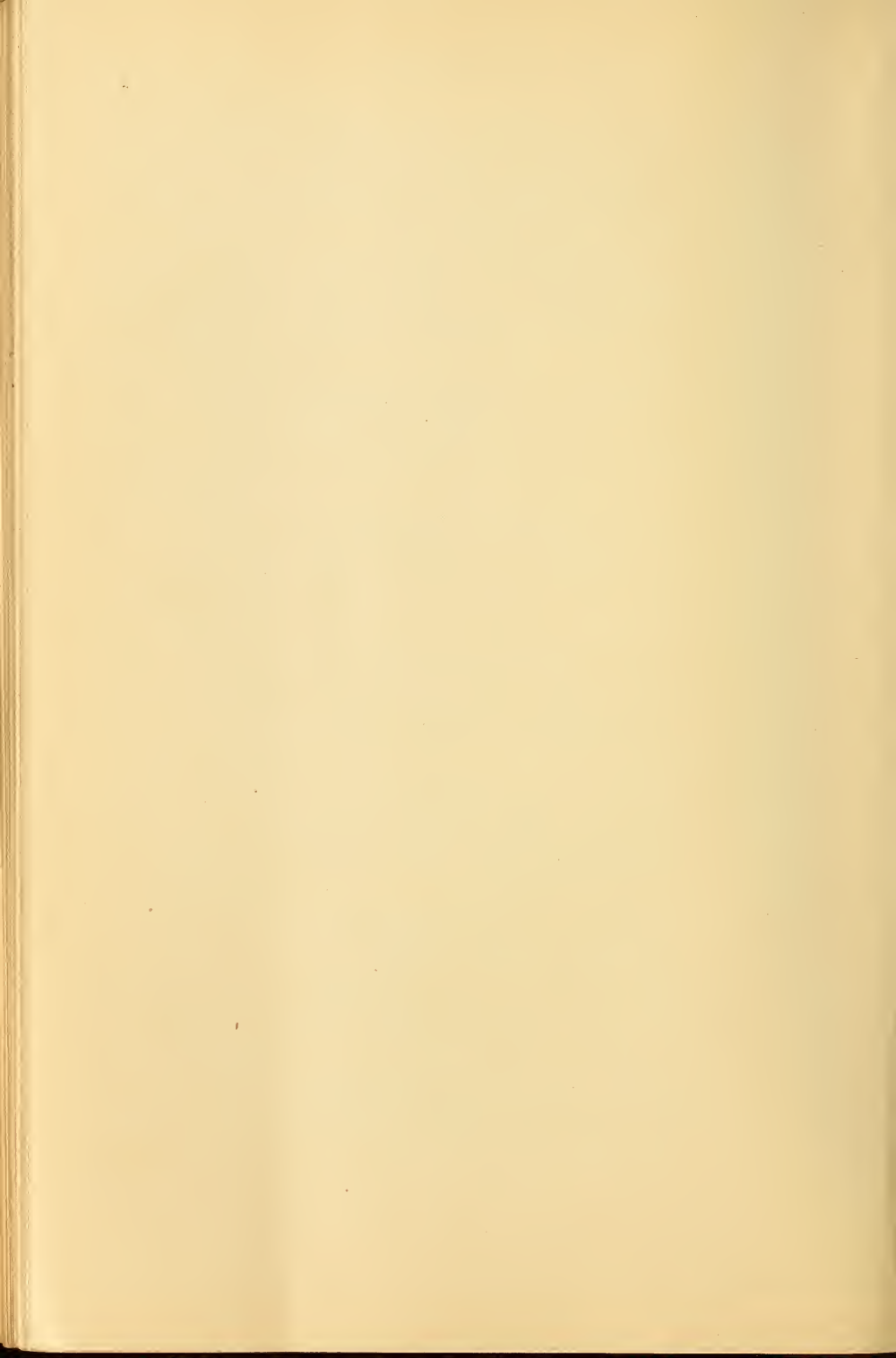
Keep your husband at home nights by seeing that a few bottles of our——lager are always on ice. He'll be glad to stay home then.

Don't you feel rather cheap when company comes and there isn't a thing in the house to drink? A choice little stock of wine and liquor cost but little. Come in and talk it over

When you want a drink you want it very badly, as the Texan said about the revolver. Don't be disappointed. Always keep our——rye in the house.

Remember the time you bought that "big" bottle of "cheap" whiskey. You have either got it yet or thrown it away, haven't you? Don't be caught again. Come to us and get the purest and best.

With a bottle of our fine old California claret and a little cracked ice, you can bid defiance to even this torrid weather.



THE LIQUOR BOOK.

There are many ways of catching trade, but only one way to hold it—our way. And our way is to give our customers the best goods money can buy, at prices just as close to first cost as we can possibly make them.

We buy only of leading distillers and brewers—men whom we know by long experience to be perfectly reliable.

We make an old customer of every new customer. Nobody can resist our choice old liquors at our popular prices.

You won't be troubled with the morning visits of old R. E. Morse if you stick to our pure, healthful liquors.

The absolute purity of —— beer and the conditions of perfect cleanliness under which it is brewed should recommend it to every discriminating beer drinker.

When “the drinks are on you” bring your friends here and the occasion will be doubly enjoyable to all concerned.

At times when you are jaded and worn and feel that life isn't worth living, drop in and take a drink or two of our rare old —— rye and you'll soon change your mind.

Your wife enjoys the good things of this life just as well as you do. A few bottles of her favorite wine should be always in the house. It will rest and cheer her after many a hard day's work.



THE LIQUOR BOOK.

We don't buy goods because they are cheap, or because they are highly recommended, or because they bear a good reputation. We buy only that which proves, upon personal investigation, to be absolutely and positively the best.

We have some choice old liquors that have been in our hands for years. They were pure to commence with, and have of course greatly improved with age. Just the thing for medicinal purposes.

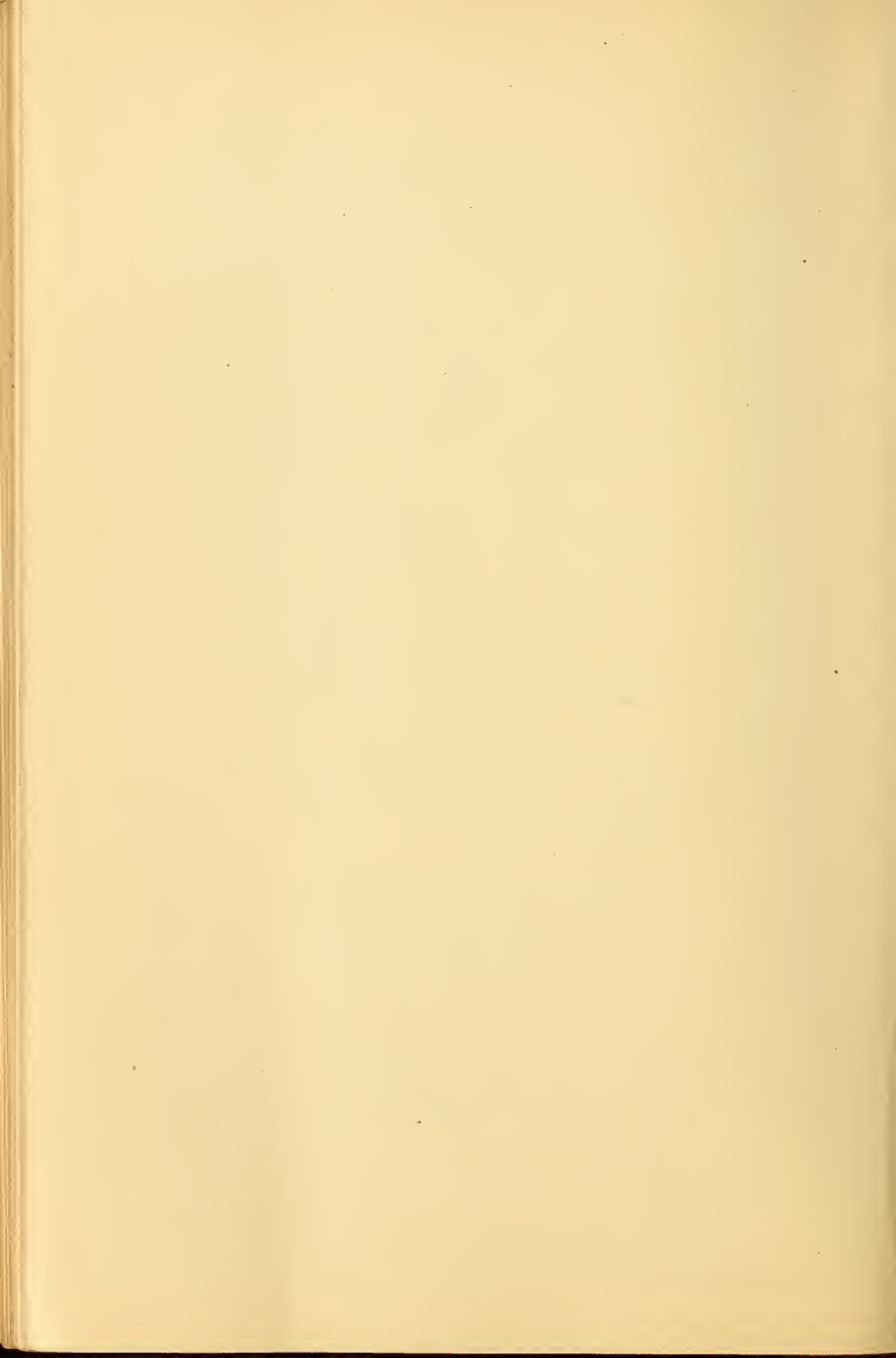
We have about a dozen different kinds of old California wines. Come in and let us tell you all about them.

If you like a cocktail in the morning, come here and you'll get one that is made as a cocktail should be made.

When in doubt, consult us. We have all kinds of wines and punches and mixed drinks right at our fingers' ends.

The Dutch are always healthy and strong and robust because gin is their national drink and their chief medicine. Our fine old Holland gin is a tonic that can't be beat.

Brew a "hot Scotch" these cold nights before going to bed. It's an easy drink to make and a delicious one to drink, and we have a Scotch that will make it doubly delightful.



THE LIQUOR BOOK.

To lovers of ale we recommend ——'s.
We have it on draught or in bottles. It's a
fine old mellow ale of perfect purity.

When the doctor says "a little whiskey,"
remember that he means pure whiskey, and
that our whiskey is purity itself.

Beer by the case, delivered as you want
it, costs but little. In no other way can you
get so much pleasure and comfort for your
money.

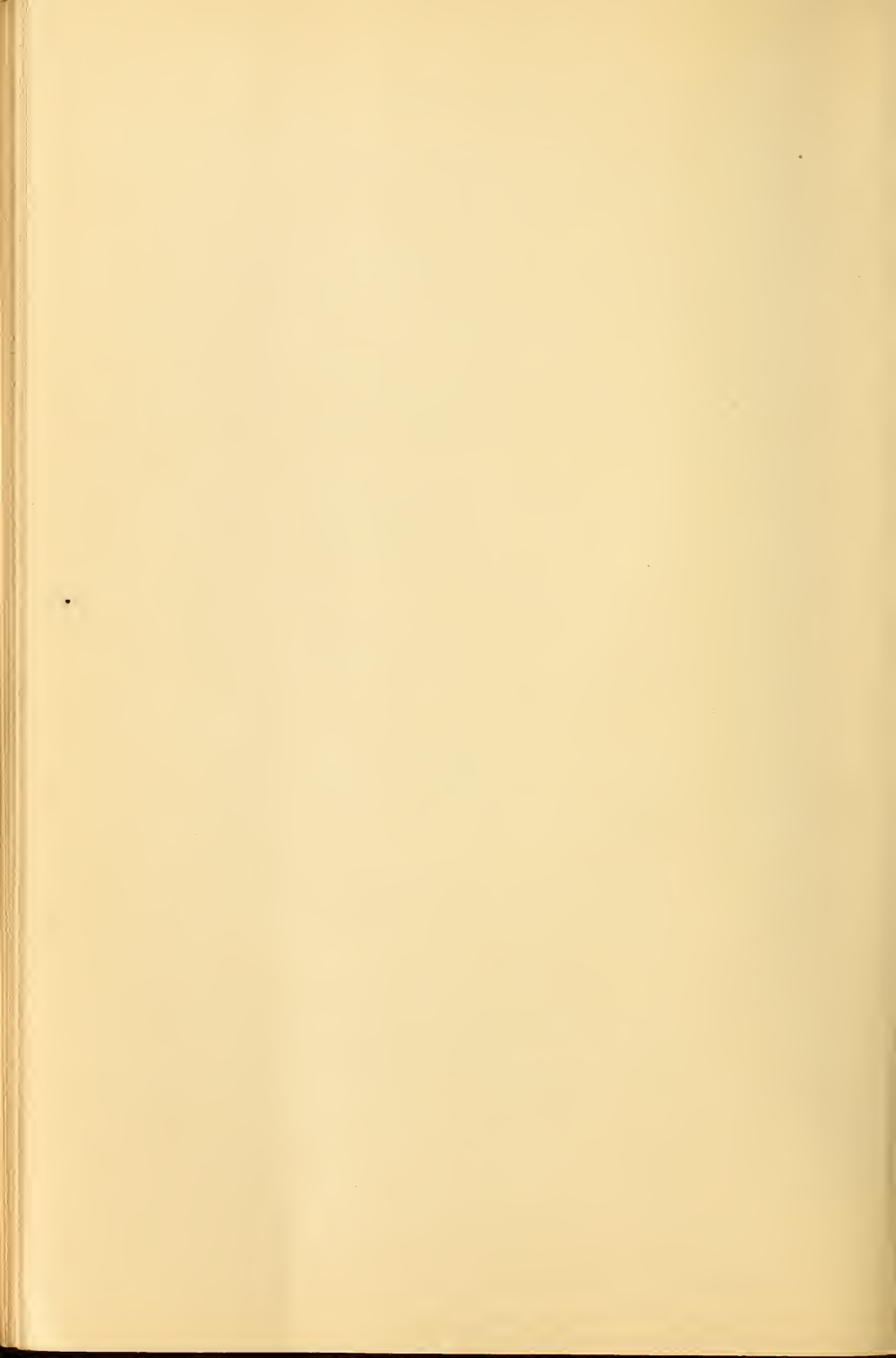
Some of our customers have been taking
beer from us for —— years. Surely that
proves that we are giving them the best
service for their money.

Good whiskey, judiciously used, has cut
many an attack of sickness short, and saved
many a big doctor's bill.

Good health and poor liquor never dwelt
together. Avoid all danger by patronizing
us regularly. Nothing impure or adulterated
ever gets in here.

There is no economy in inferior liquors—
especially when you can get the best and
purest at our little prices.

Any doctor will tell you that good beer is
an excellent thing with your meals. ——
beer is the best, purest and most satisfying
table beer ever brewed.



THE LIQUOR BOOK.

Record of Advertising Contracts

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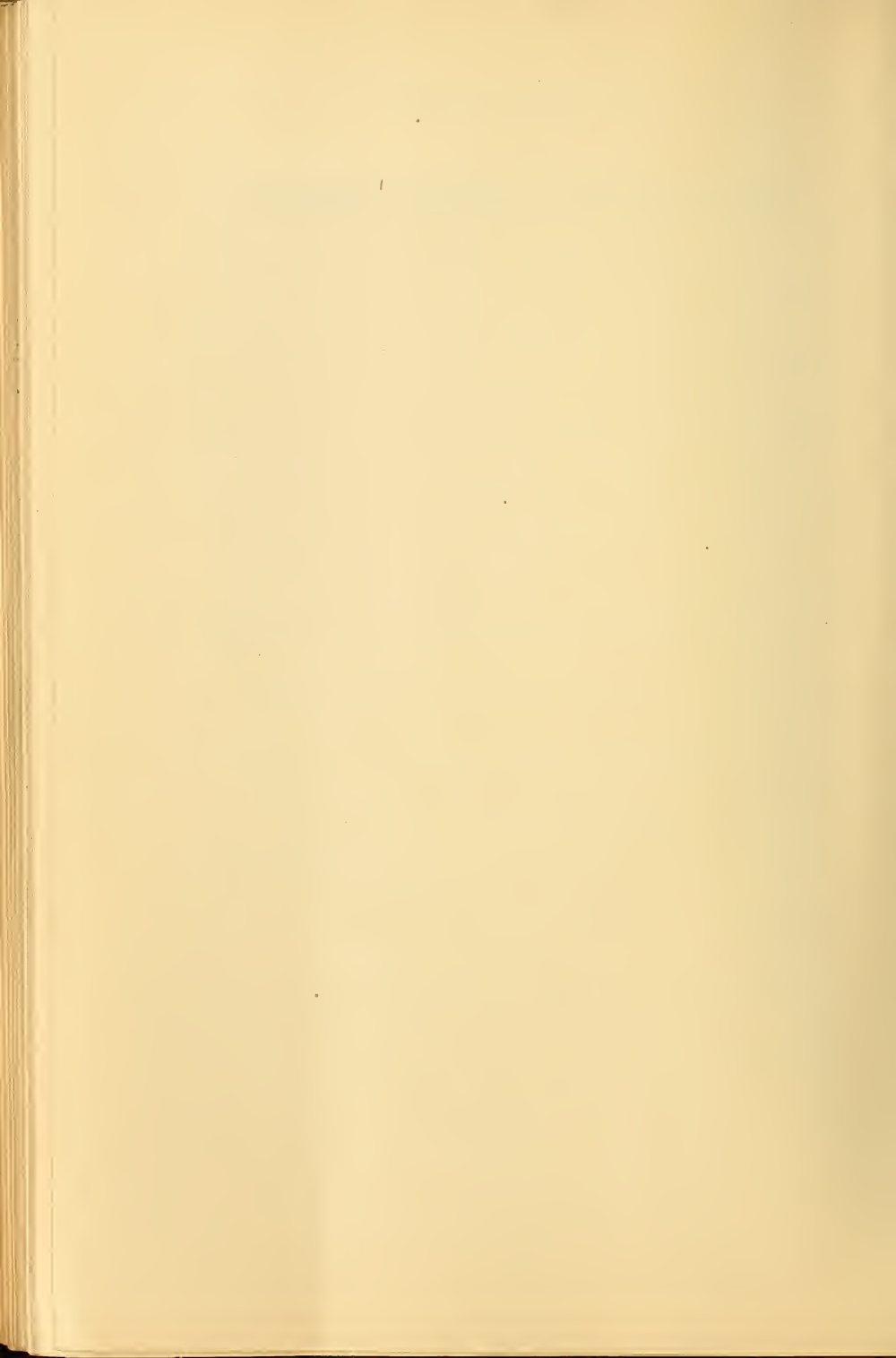
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THE LIQUOR BOOK.

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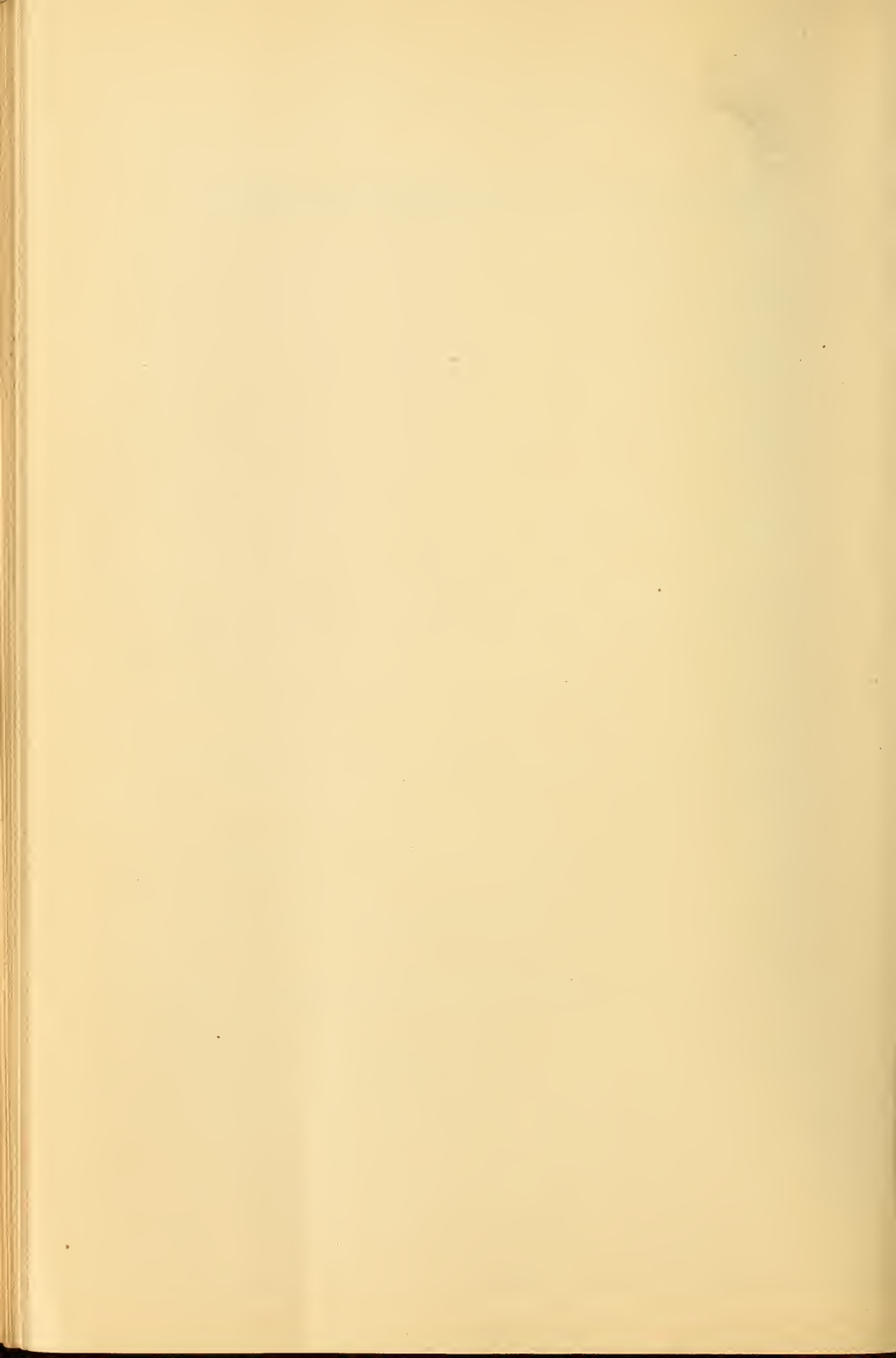
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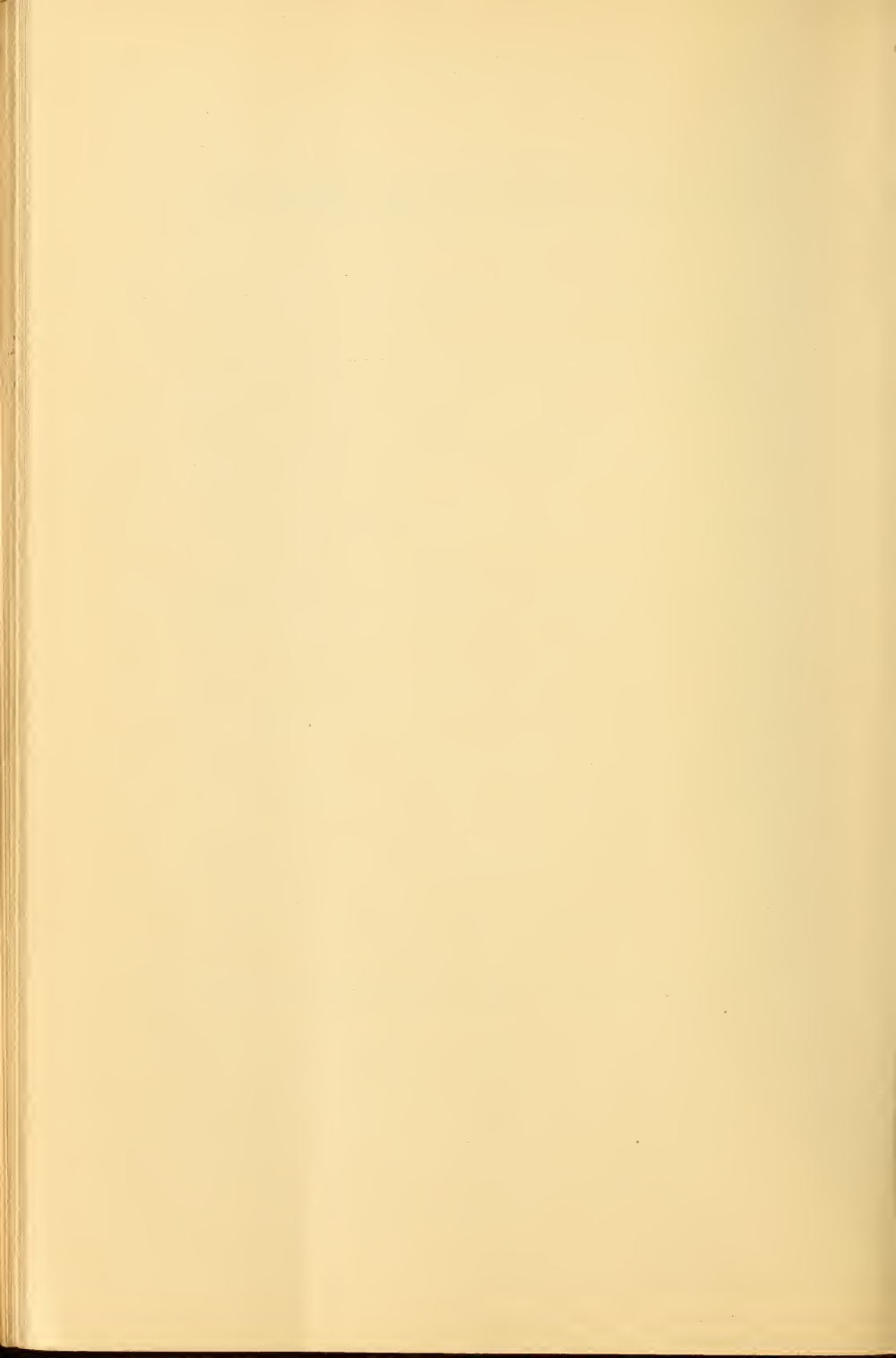
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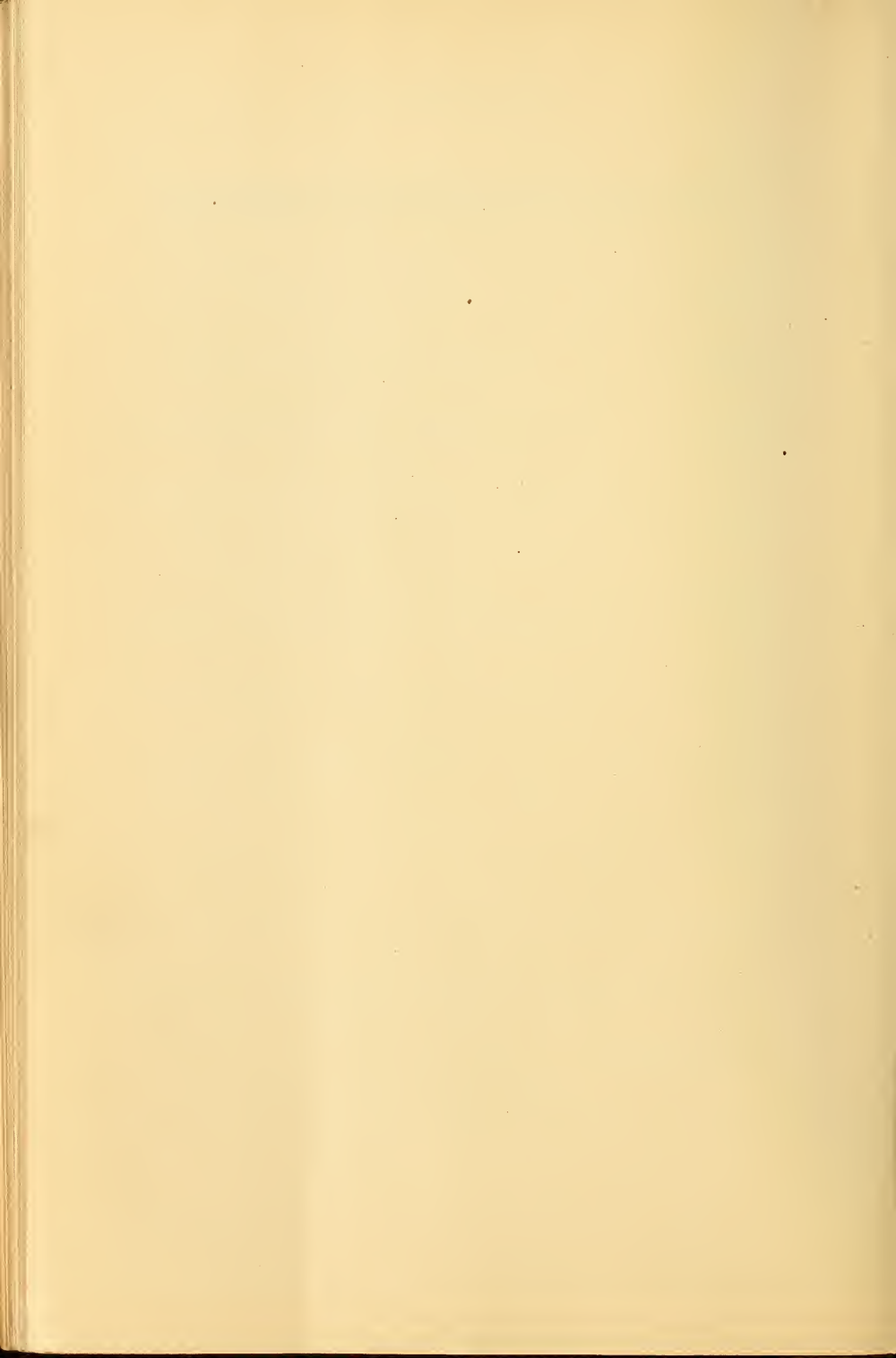
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THE LIQUOR BOOK.

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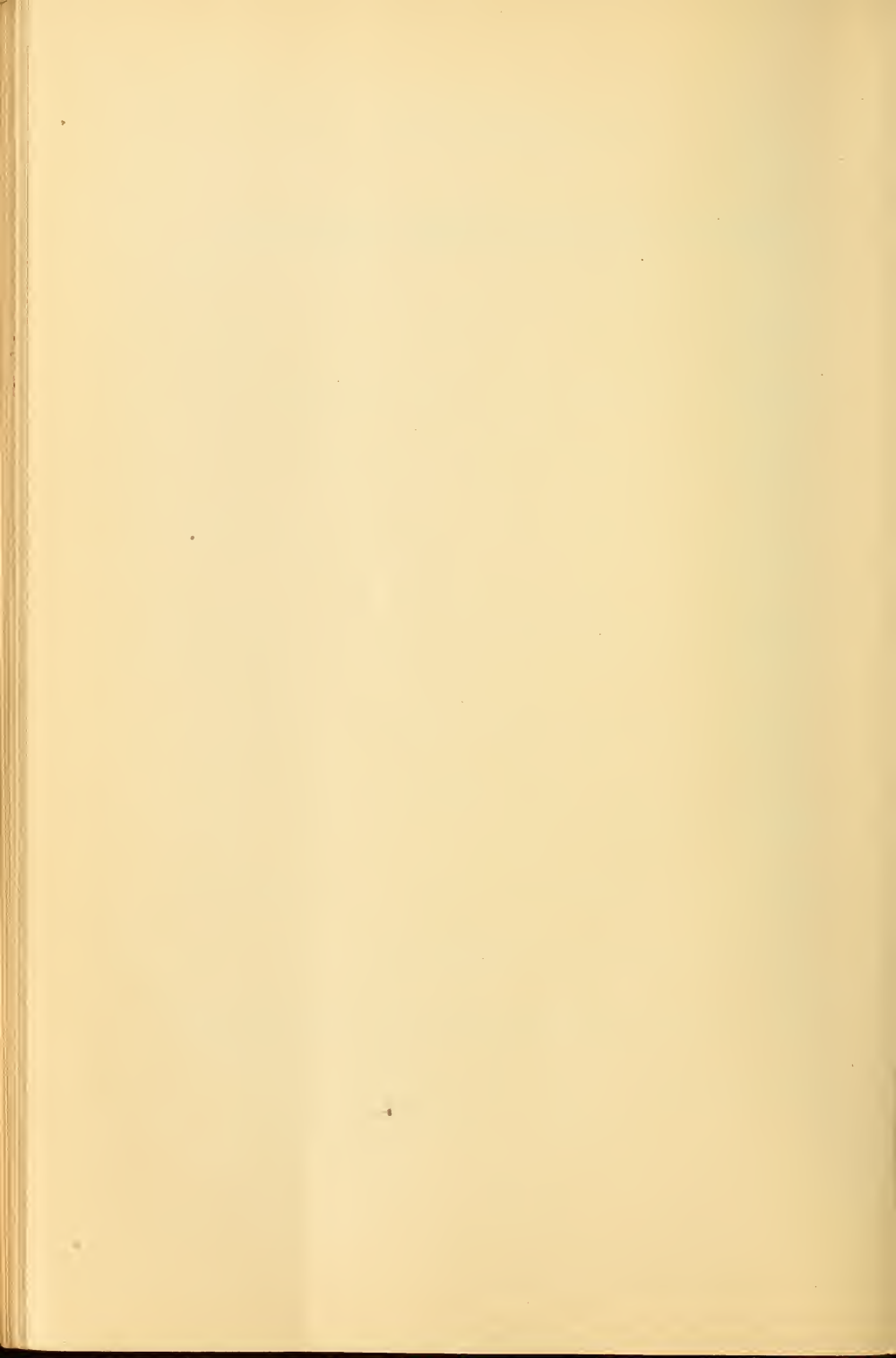
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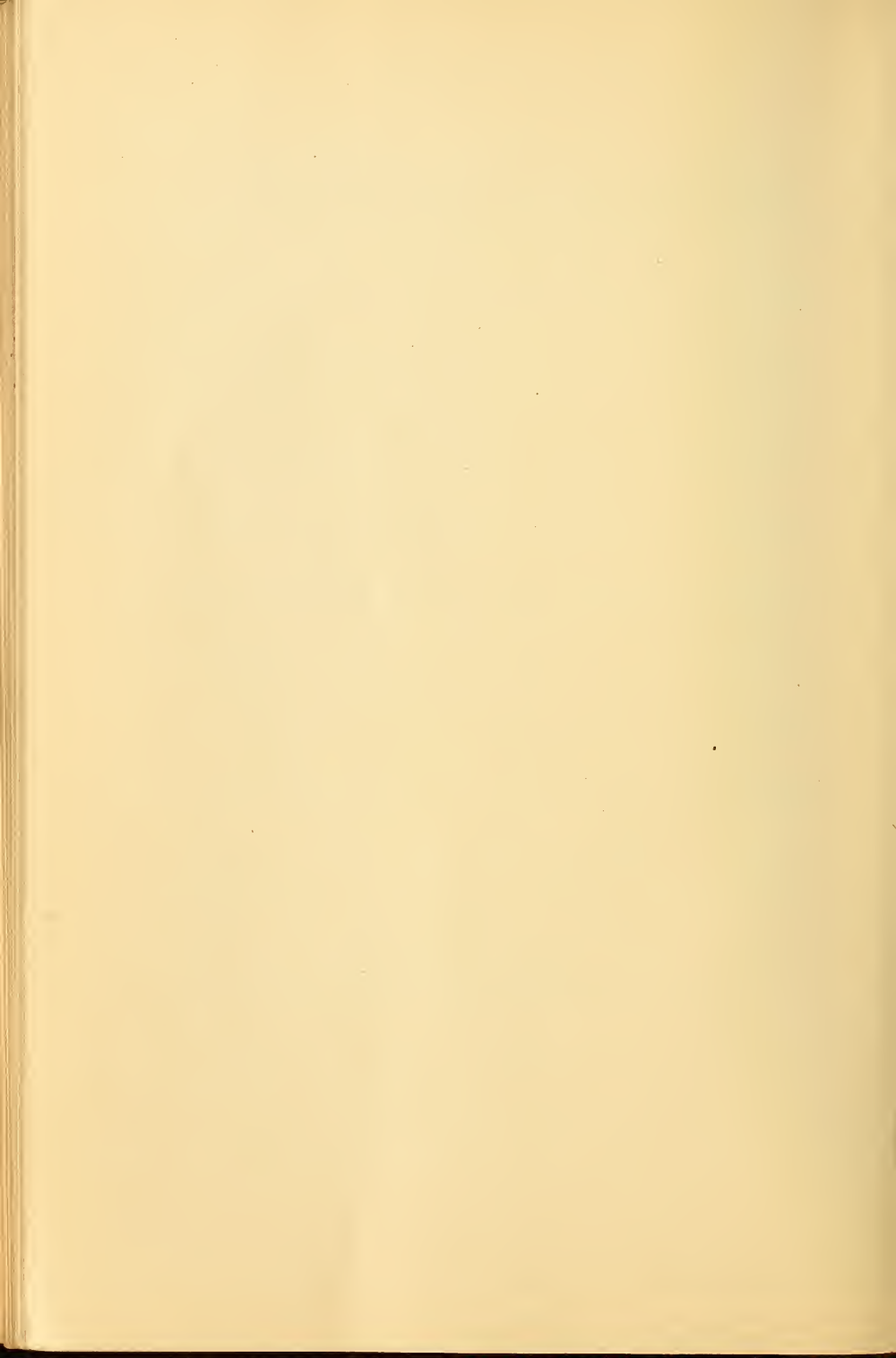
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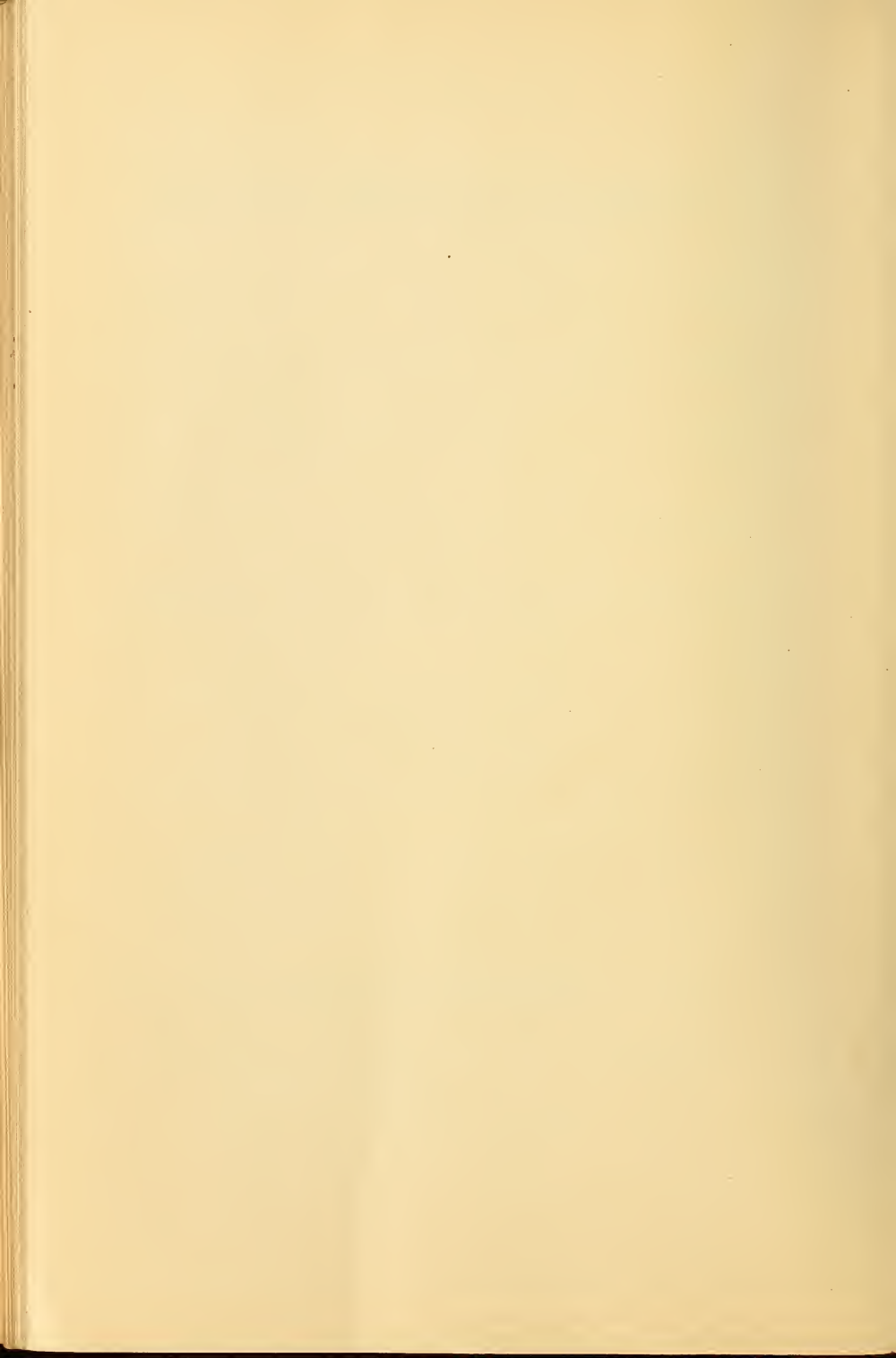
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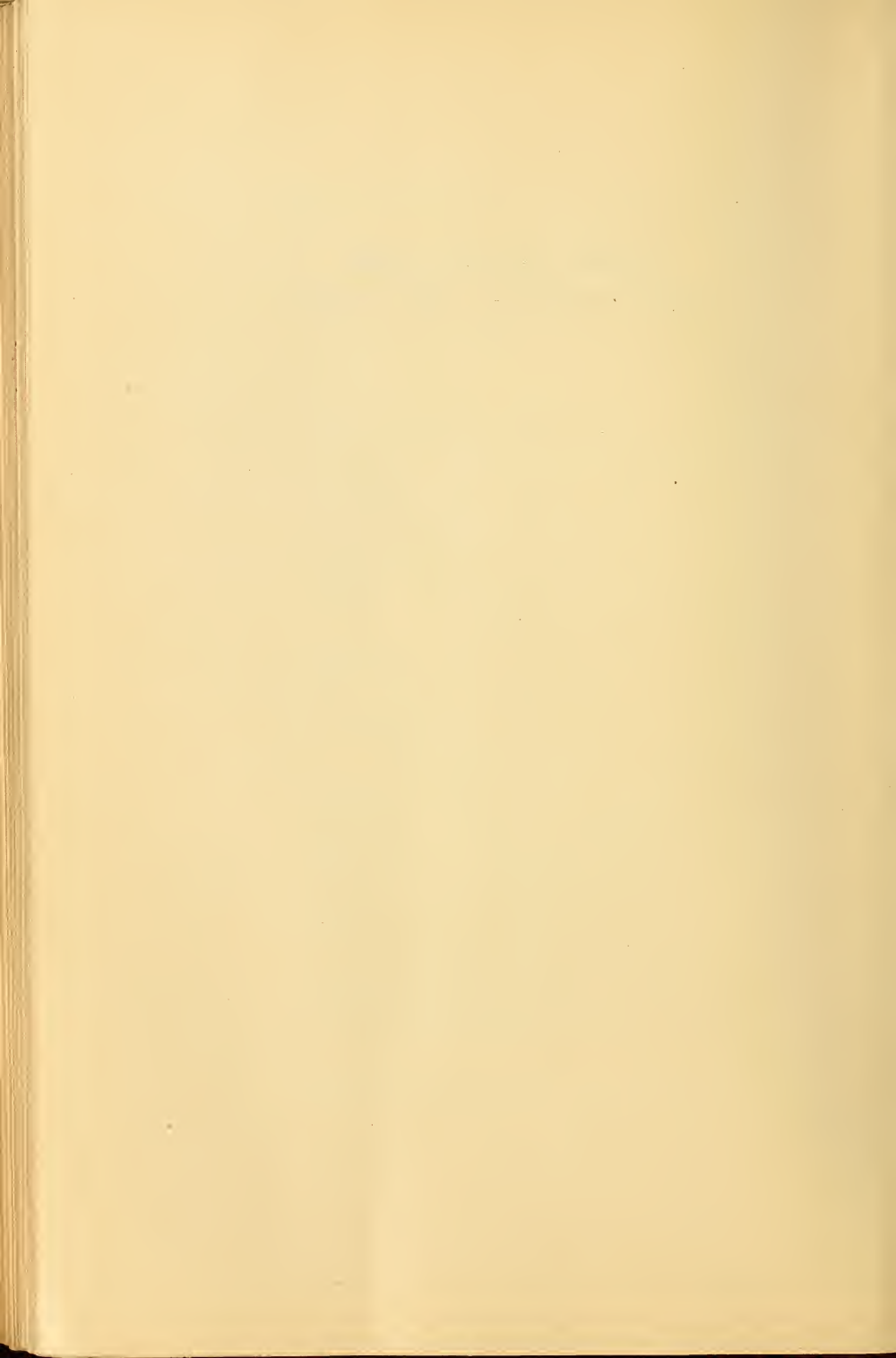
Daily Sales and Advertising Record

A concise record of your daily sales and the daily cost of your advertising will be found invaluable. For this purpose the following twelve pages have been arranged. Very little time will be required to keep this record, the form being the simplest possible.

After you have kept it carefully for a few months, you will find that it will indicate with a good deal of certainty just what your advertising is doing for you.

The longer you keep it, the more interesting and valuable it will become, and the more incentive there will be to make each month's business exceed that of the preceding month, or that of the corresponding month of the preceding year.

Try it. Commence with yesterday's sales—not with to-morrow's.



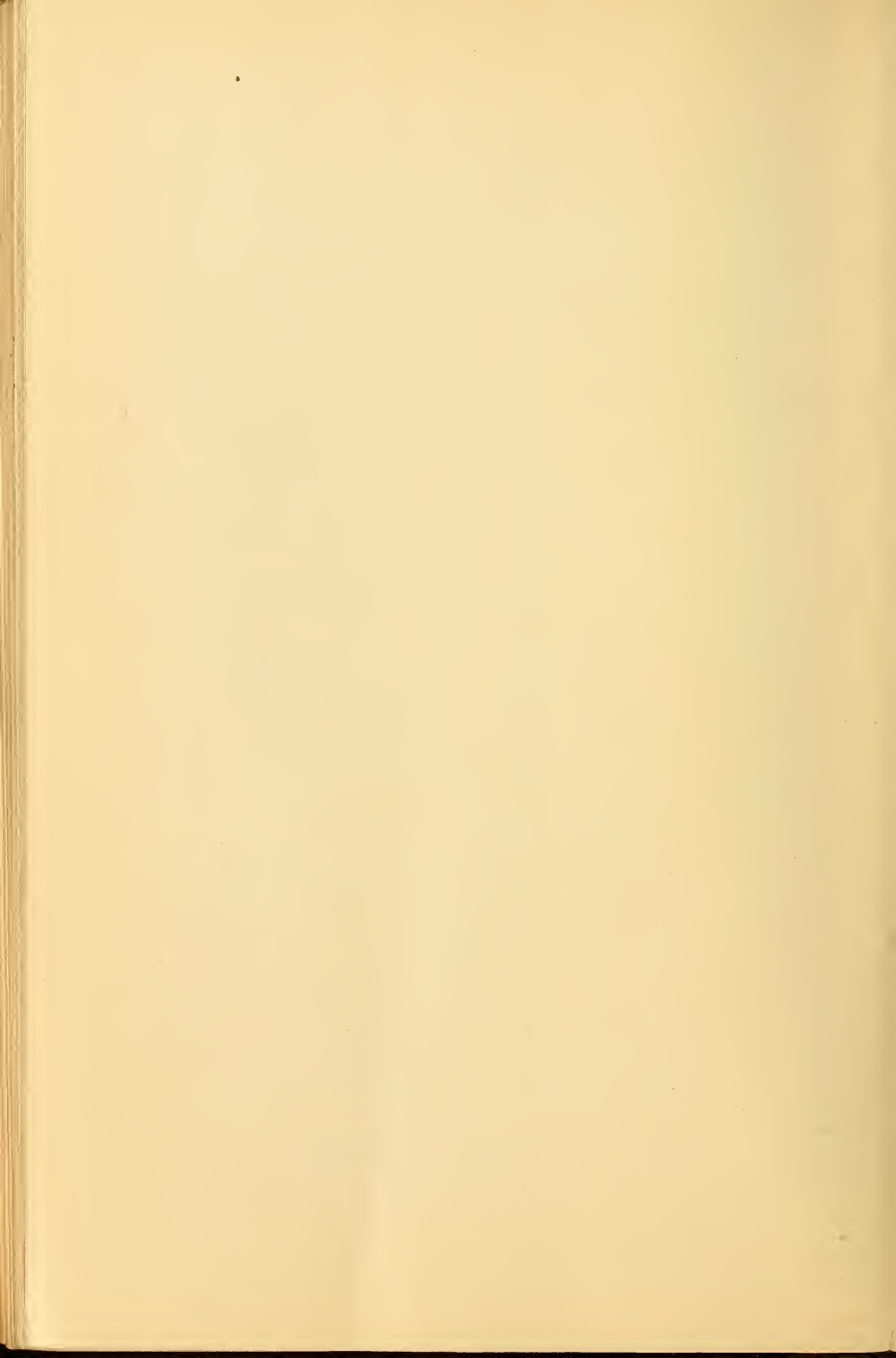
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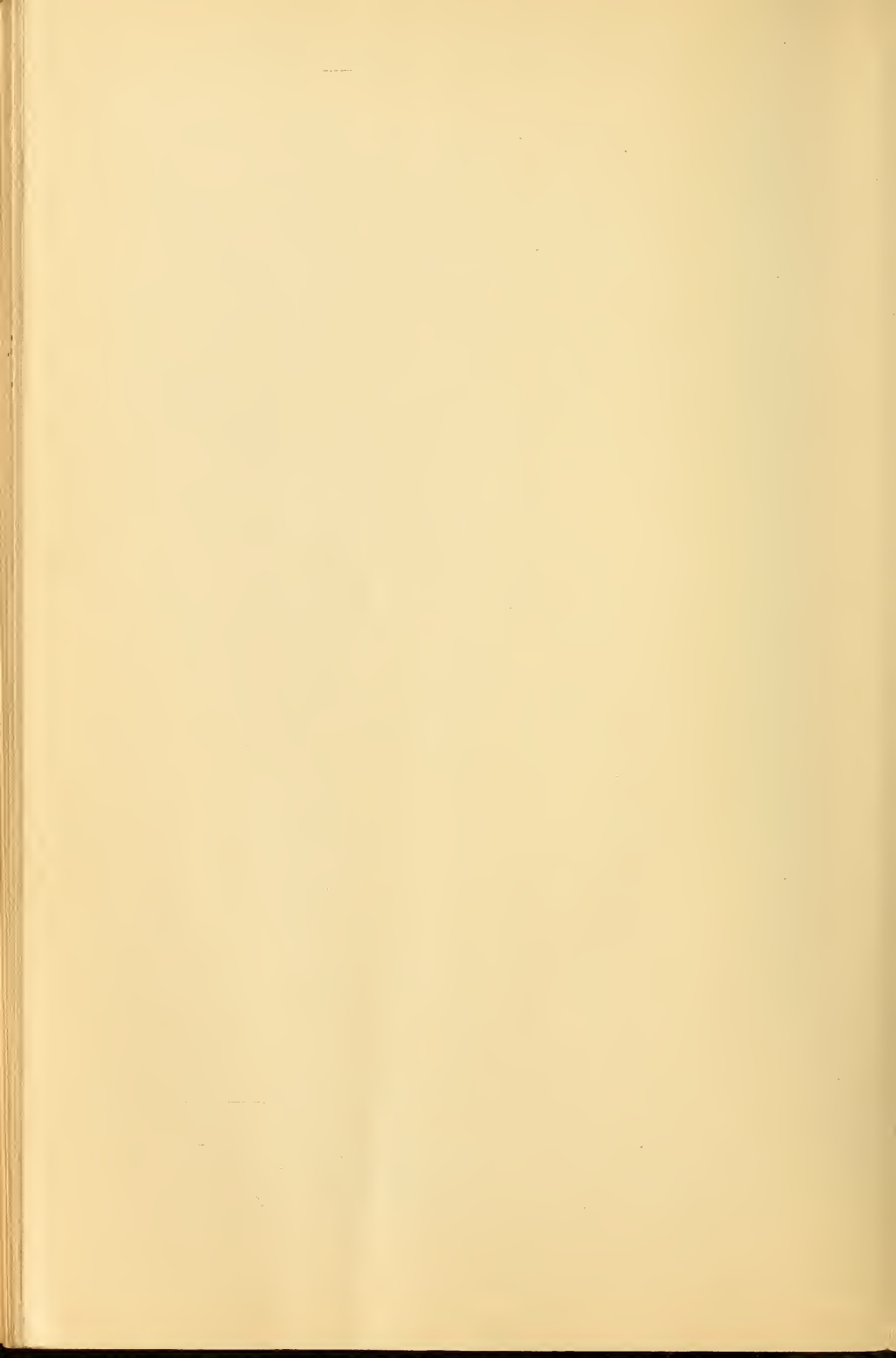


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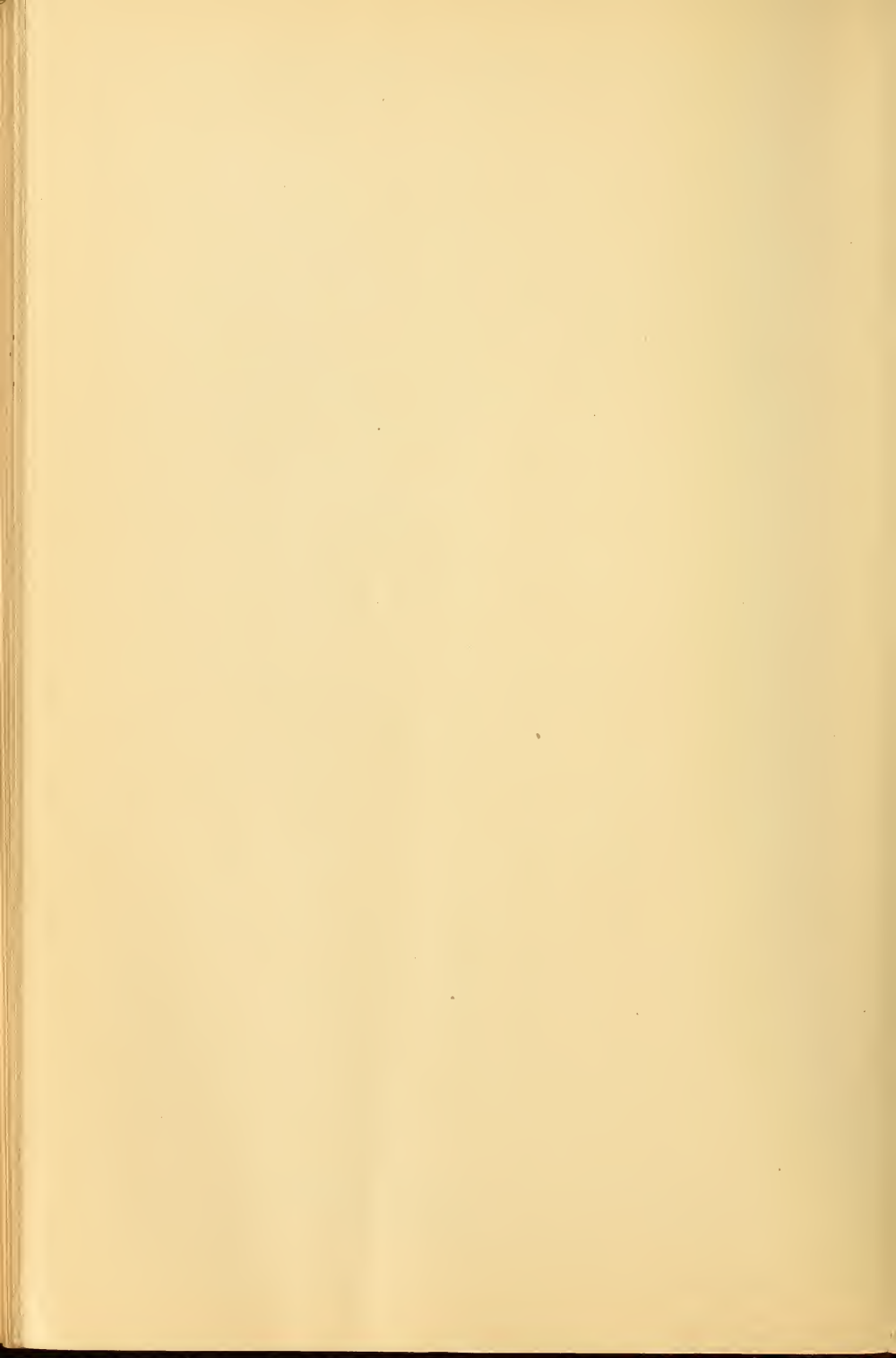
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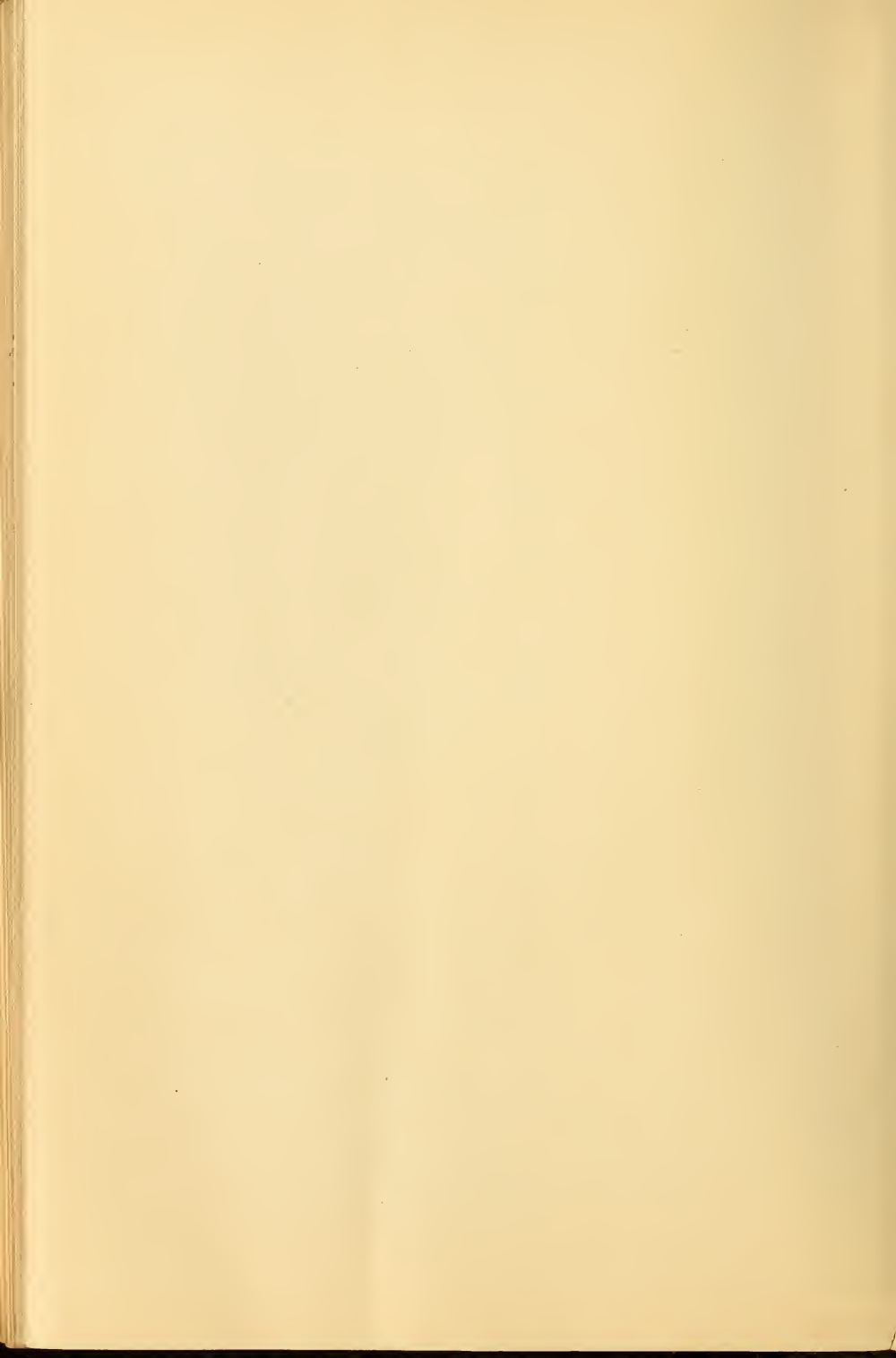


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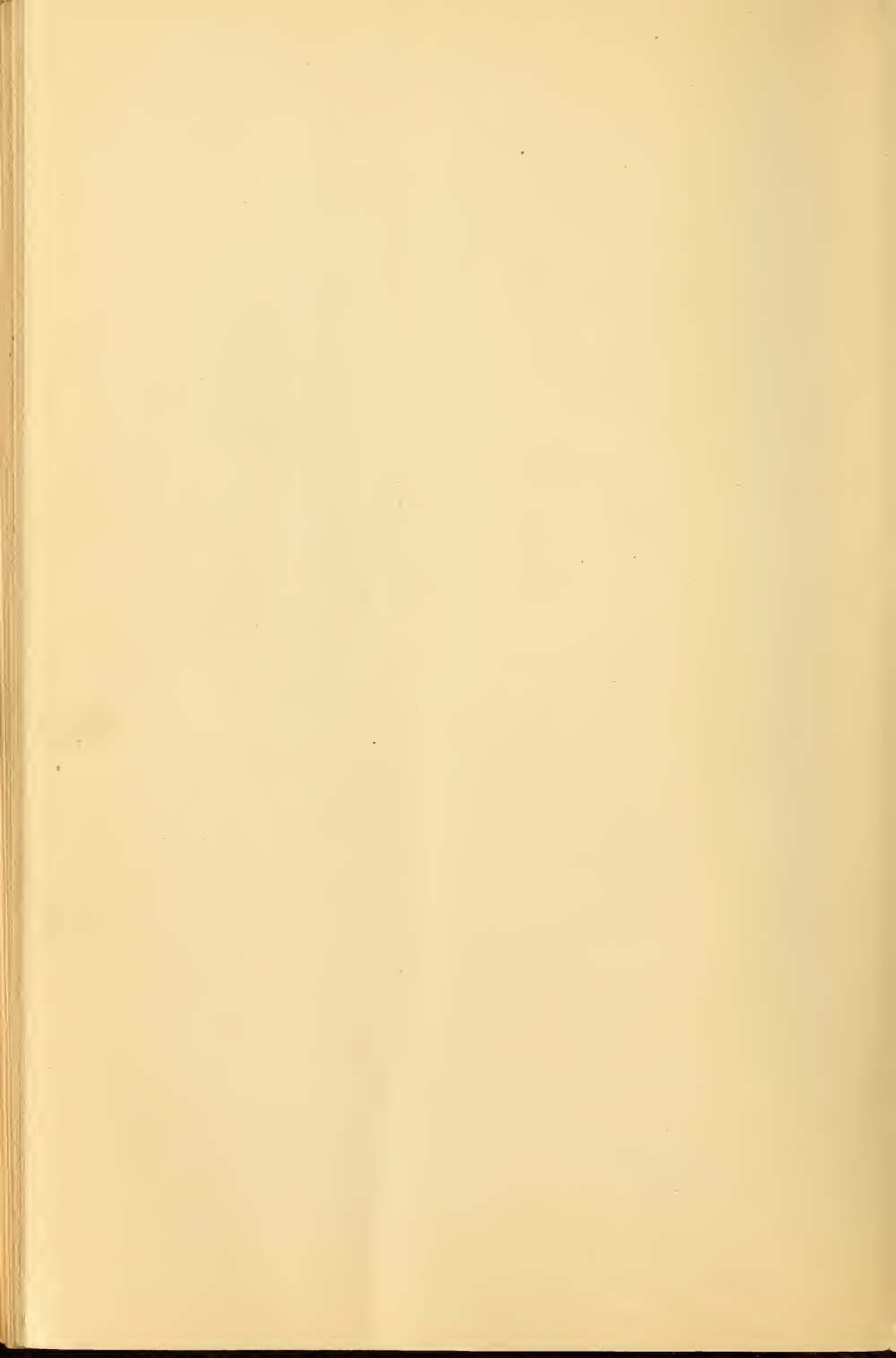


LAST YEAR - M A Y - THIS YEAR

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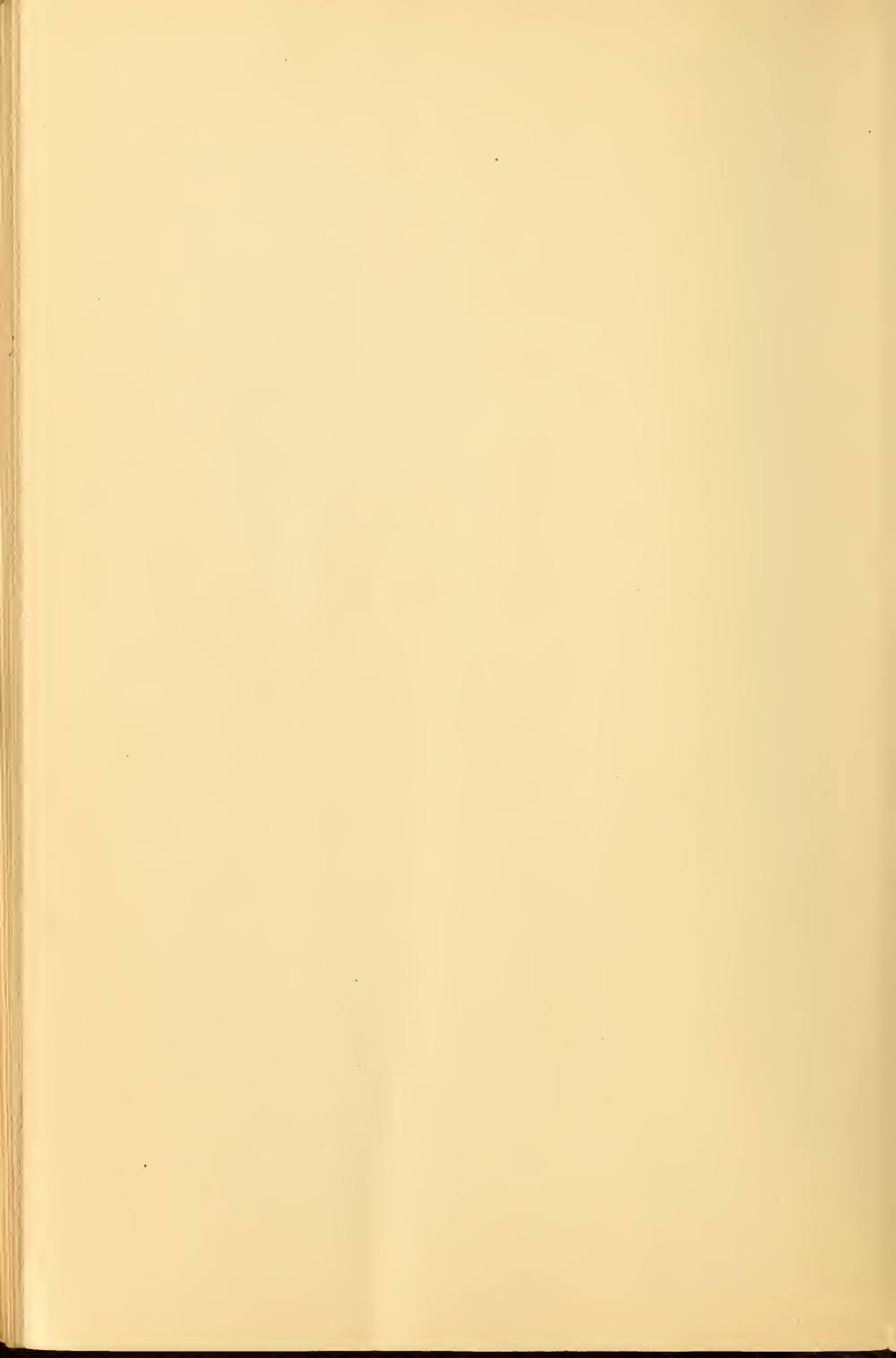


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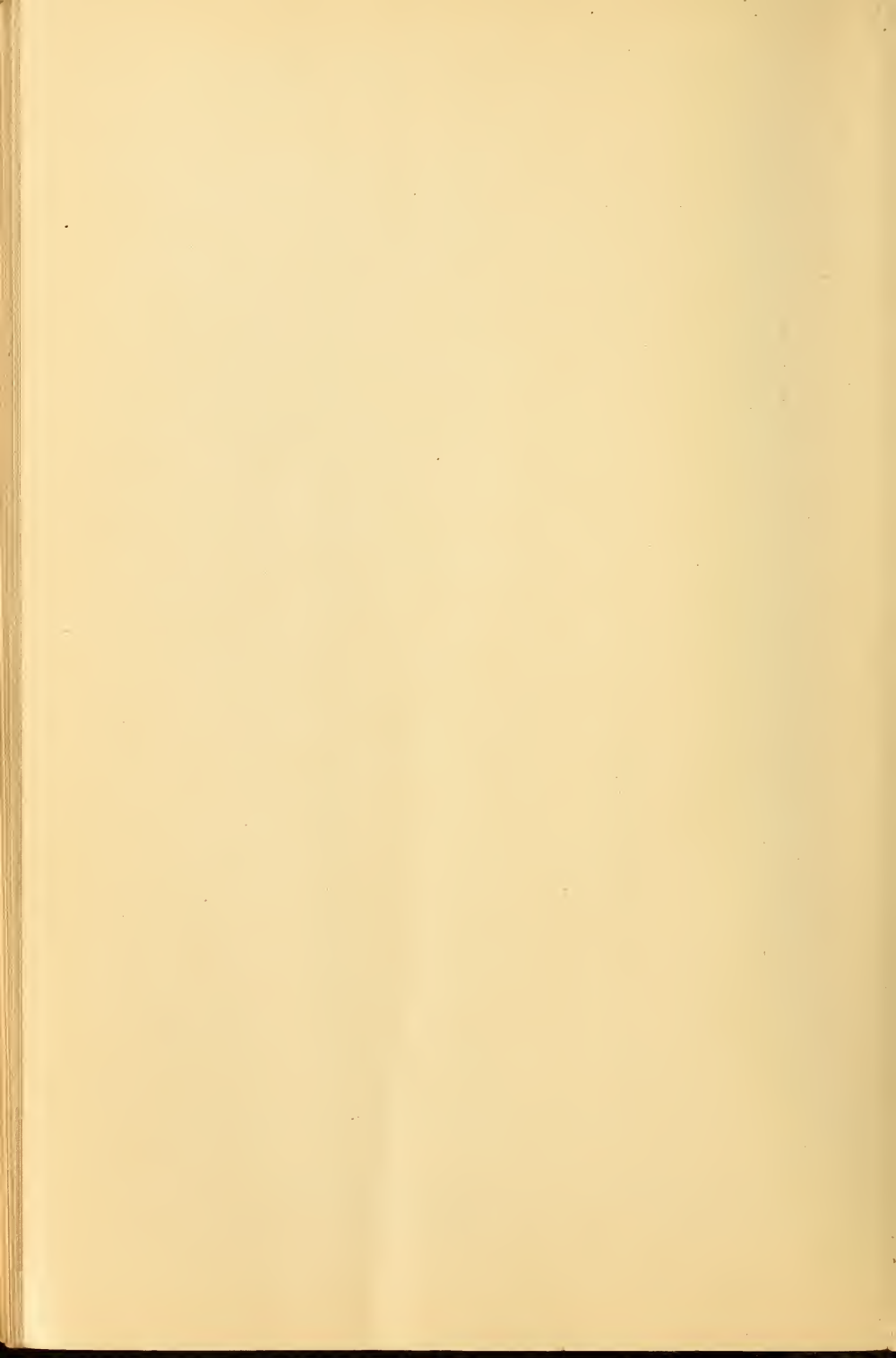
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LAST YEAR - J U L Y - THIS YEAR

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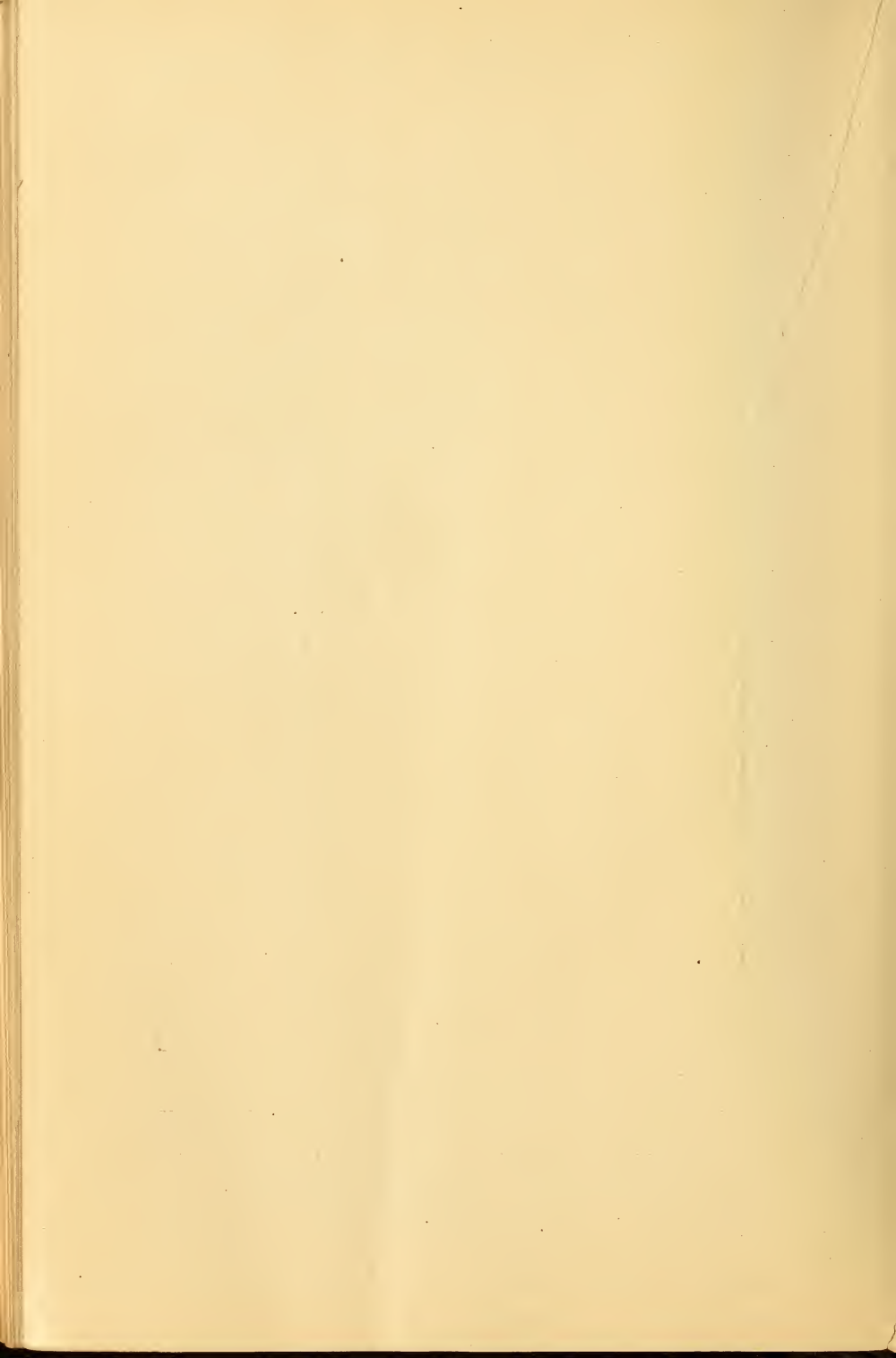


LAST YEAR—AUGUST—THIS YEAR

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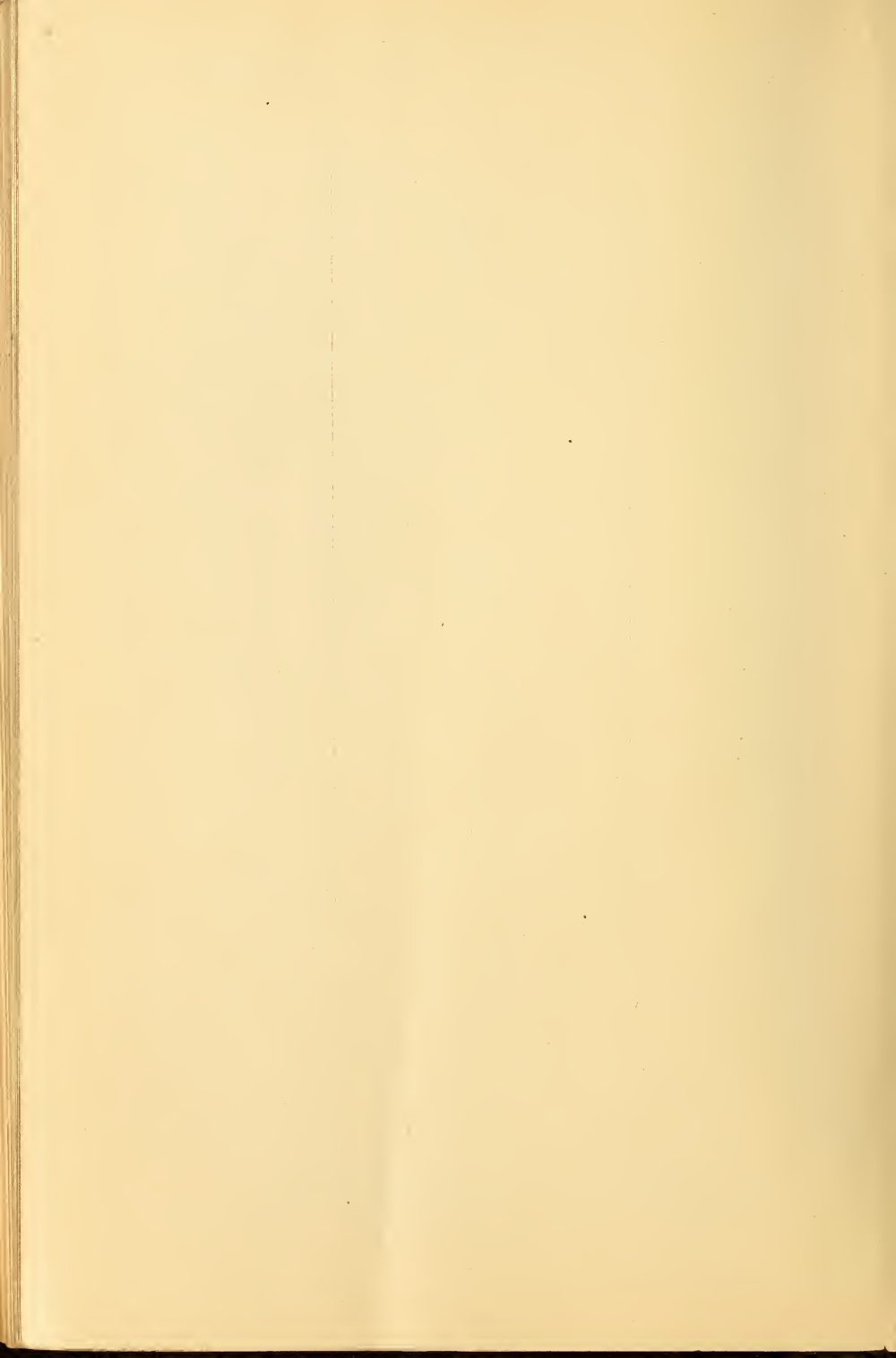
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LAST YEAR-SEPTEMBER-THIS YEAR

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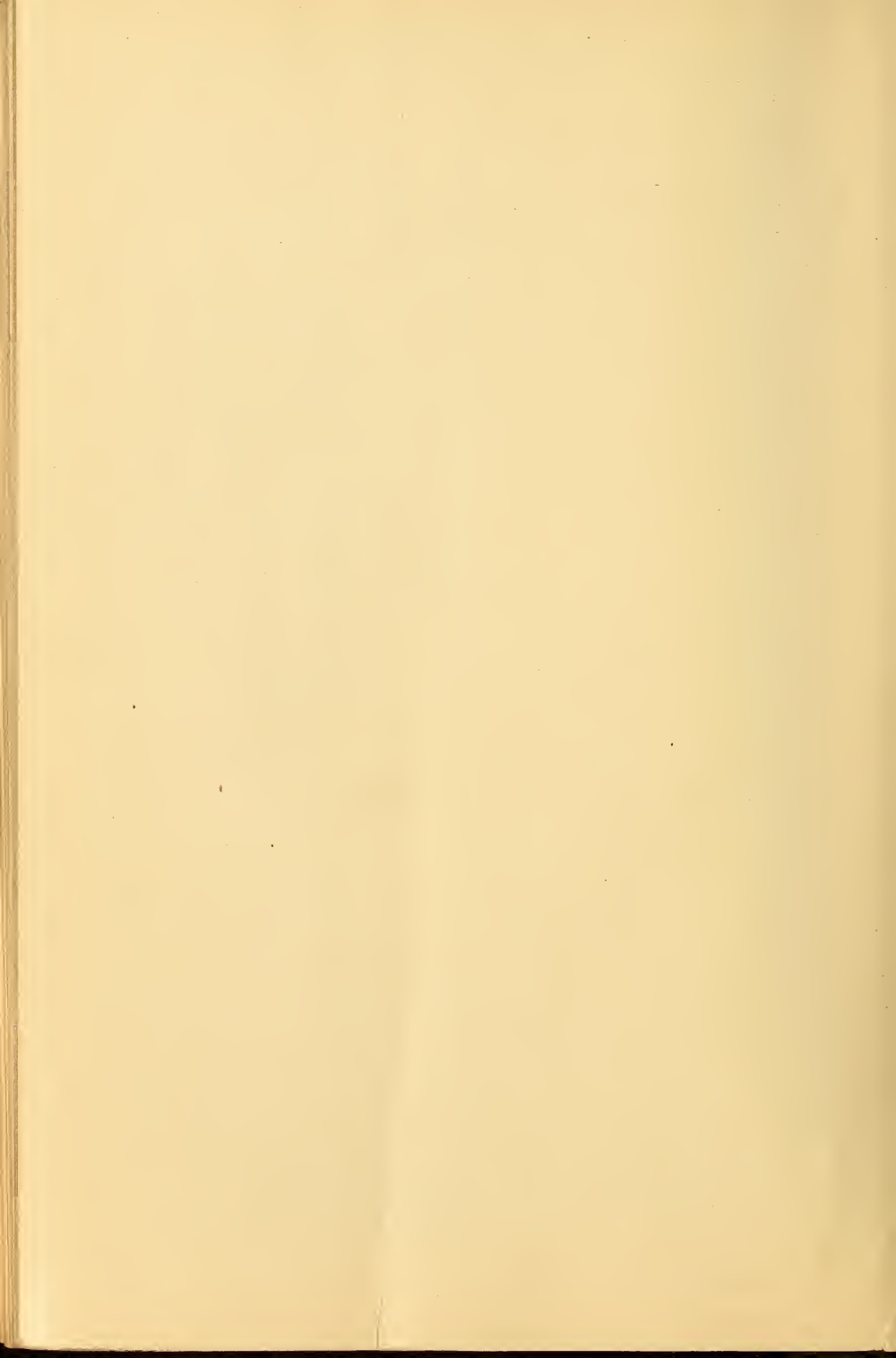


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LAST YEAR-NOVEMBER-THIS YEAR

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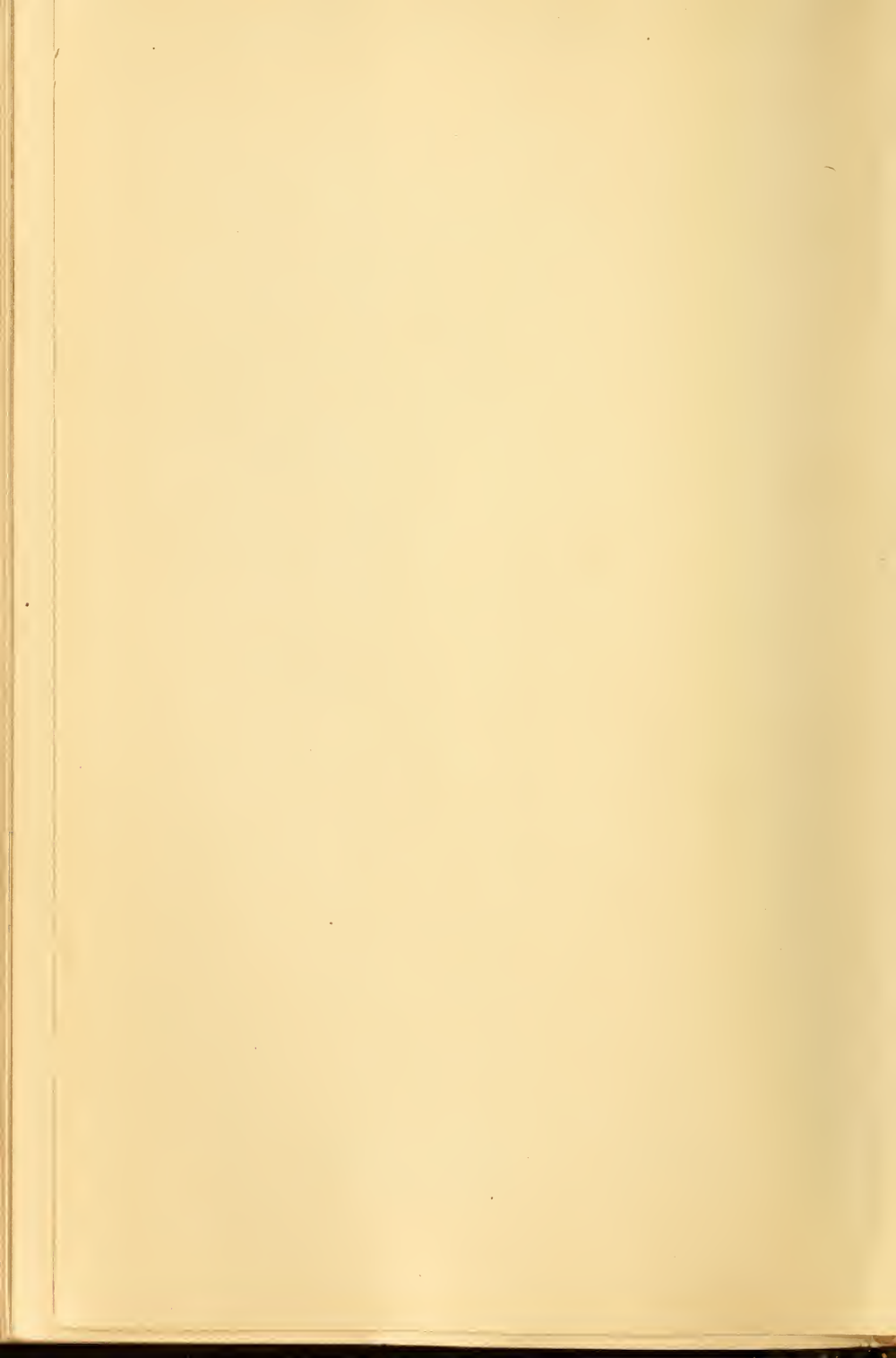
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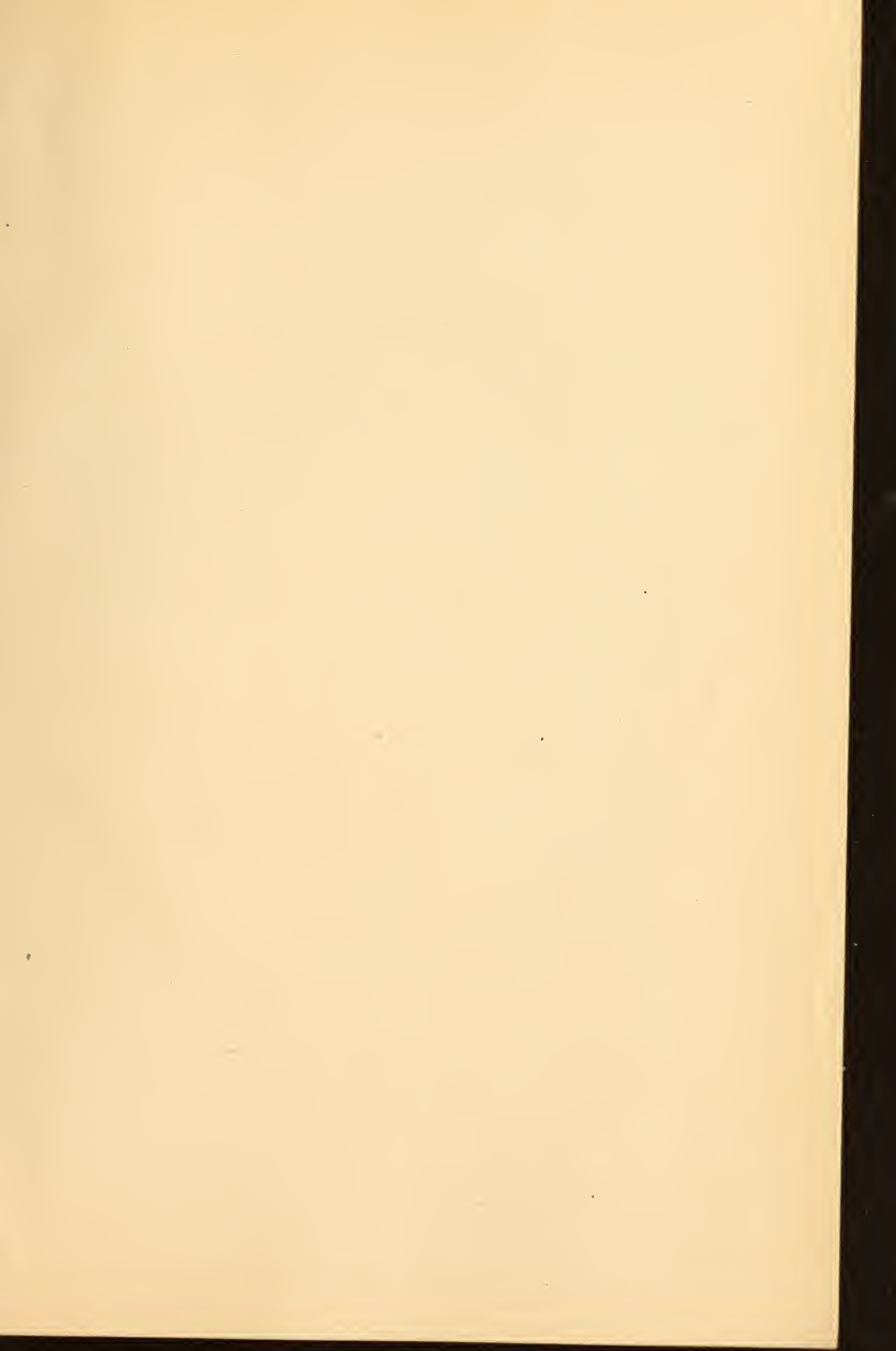


LAST YEAR—~~DECEMBER~~—THIS YEAR

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Total,				

INCREASE (Advertising), \$ DECREASE (Advertising), \$
 INCREASE (Sales), \$ DECREASE (Sales), \$









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